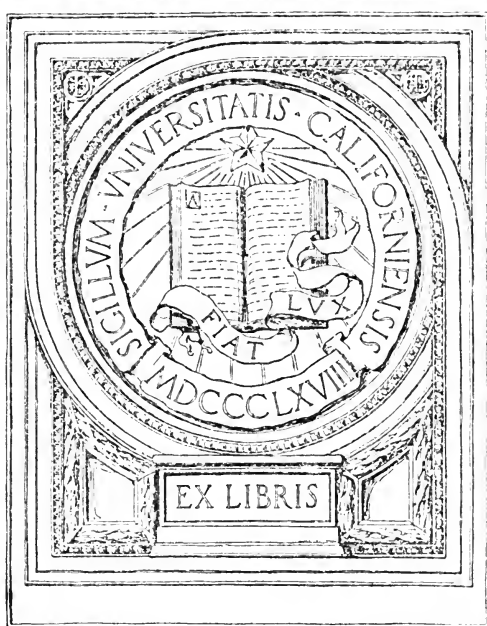


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How We Affect Latin America's Daily Life

LATIN AMERICA, No. 2

William J. Dangaix

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Author of

How Latin America Affects Our Daily Life

INSTITUTE FOR PUBLIC SERVICE

51 CHAMBERS STREET

NEW YORK CITY

United States for the fiscal year ending June 30, 1918

Each S represents \$1 of sales to us. Each P represents \$1 of purchases from us. Length of line represents total commerce with us.

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Preface

If the United States is to hold its war-time lead in Latin America's foreign trade, our business men and our public must know more and think straighter about our ability to serve Latin American countries and our growing need for their foods and raw materials suitable for our manufactures.

To give the basic facts about our present and possible future relations with Latin America is the purpose of the two pamphlets which the Institute for Public Service has persuaded Mr. William J. Dangaix to write from his personal travels and studies.

In the present volume, **How We Affect Latin America's Daily Life**, many startling facts are given, such as that the West Indies' per capita trade with us was in 1918 four times that of Great Britain in 1913; Argentine's nearly five times that of France; Brazil's nearly twice that of Sweden; Cuba's twenty-six times that of Germany; Chile's three times that of Belgium.

Will the population of Latin America grow up to her almost limitless natural resources? Are we her logical trading center? How can we earn continued leadership in the world trade of our neighbors to the south? What mistakes must we stop making? What are the encouraging evidences that we have profited from past mistakes? These and similar questions are answered by Mr. Dangaix in the two readable, definitely instructive pamphlets, **How Latin America Affects Our Daily Life and How We Affect Latin America's Daily Life**.

Institute for Public Service

JULIUS H. BARNES, Chairman

January 1, 1920

Publisher, May 3, 1920. \$3.00

What and Where is Latin America?

Latin America, the geographical term, belongs historically and logically to all parts of the New World, continental and insular, extending in a southerly direction from continental United States to its apex at Cape Horn, a distance of 7,000 miles!

This mighty domain, larger than the United States and British North America combined, occupies about one-seventh of the land area of the entire world. This is the Latin America of which this study treats.

Some authorities claim that the term, Latin America, should be limited to the twenty Latin American republics, in doing which the possessions of the United States, Great Britain, France and the Netherlands, lying within this territory, are omitted. In 1918, the combined value of our commerce with this omitted territory, embracing 200,000 square miles and containing nearly 4,200,000 inhabitants, was \$187,880,000, an increase of \$77,390,000 or 70 per cent. over our commerce with it in 1913.

Other authorities extend the meaning of Latin America to all American countries to the south of us, in which a Latin race or the use of some Latin language is predominant. This would exclude all of the foregoing omitted territory except the French possessions and Porto Rico.

It was the Latins—Spanish and Portuguese—who first discovered, explored and settled these large regions, in which one still finds abundant evidence of

the profound impressions made by them. Among the combined inhabitants of European blood, the Latin races have always predominated. Even in recent years, the bulk of immigration has been made up of the Latin races—Spanish, Portuguese, Italian and French. Of the total population of Latin America in 1918, (89,709,000), less than $2\frac{3}{4}$ per cent. is of countries in which other than a Latin language is in the ascendancy.

It seems, therefore, more proper to designate that entire portion of the New World by the collective expression, Latin America, irrespective of the political organization of its countries or the relatively small parts of them in which some Latin tongue is no longer predominant.

Latin America fulfills the need of a broader inclusive term than Spanish America, too often misused to include even Portuguese Brazil. Moreover, it is of great utility in defining, as a unit, that larger vast portion of America in contradistinction to its other great divisions, British North America and the United States.

What is true of Latin America as a whole, is equally true of each of its three natural geographical divisions, Mexico and Central America, the West Indies, and South America. If one is seeking facts concerning our commercial relations with the West Indies, one naturally wants to learn the whole story, irrespective of the conflicting claims to the limitations embraced in the term, Latin America. As a matter of fact, the French islands and Porto Rico at least have as much right, from every reasonable point of view, to be included in the designation, Latin America, as have Cuba, Haiti and the Dominican Re-

public. Indeed, based upon the discovery of the West Indies by Latins, what sub-division of that wonderful group of islands could have a better right to be included in the designation than the British Bahamas in which (on San Salvador or Watling) Columbus himself first set foot in the New World? On his first and succeeding voyages, he discovered practically all of the islands of the West Indies.

One cannot even think of South America without being reminded of the Guianas of which French Guiana at least is still every whit as much Latin as Brazil which adjoins it. It was the coast of Venezuela, adjoining the Guianas, where during his third voyage, in 1498, Columbus first discovered the mainland of America.

It would be much like compiling statistical facts about one of our states without including all of its counties, to gather important data concerning that compact group of countries lying between the Rio Grande and the Panama Canal without including British Honduras.

It was at Cape Gracias á Dios, on the coast of Honduras, where Columbus, on his fourth and last voyage to the New World, in 1502, had his first glimpse of the mainland of the North American continent.

In the enlightened dawn of a new era of Pan-Americanism, our constructive program for strengthening the natural ties and cultivating mutual helpfulness among the peoples of the New World, will not brook the exclusion, even from unity in name, of any southern neighbor.

How We Affect Latin America's Daily Life

We are much less independent of Latin Americans than they are of us. We cannot conveniently obtain elsewhere much of what they want to sell to us, **whereas they might easily get elsewhere or produce themselves practically everything we want to sell to them.**

If an impassable barrier were to be erected between Latin America and the United States, **Latin America twenty years hence need suffer for no necessity, but the United States would suffer more and more keenly each succeeding decade for want of raw materials, some of which no other part of the world can furnish us at all, and some of which can be had at feasible prices only from Latin America.**

For example the imported article that leads in value our imports which pay duty is sugar, the bulk of which comes from Latin America—principally Cuba. The most valuable of "free imports,"—and 71.92% of all our 1918 imports were on the free list that pays no duty—is india rubber, another distinctive Latin American product which comes now chiefly from the British and Dutch East Indies, but will more and more come from Latin America. Other distinctive products of Latin America like vegetable fibres for ropes, twines, mattings, etc., hides and skins, wool, coffee, tin, copper and nitrates are among our very largest items of import for which we must look more and more to Latin America. See **How Latin America Affects Our Daily Life.**

The one service which we and we only can render to Latin America concerns its political independence rather than its commerce. For protection against European political interference and possible domination, Latin America has come to look to itself and the cooperation of its own members and to our belief in and enforcement of the Monroe Doctrine. The sanction of the civilized world has now been formally given to this policy of America for Americans in the Covenant of the League of Nations.

**Monroe
Doctrine**

That her commercial relations with the United States may be quite as important as her political relations, Latin America has not yet realized. As her commerce increases **her reason for dealing with the United States will be that she can profit from such dealings rather than that she is dependent upon them.**

The sooner we frankly recognize that Latin America is essential to us and that we must win her favor and secure her

products for our own reasons and not for altruistic reasons, the sooner are we and our merchants apt to adopt the attitude and to practice the courtesy, consideration and far-seeing helpfulness which alone will secure our share of Latin America's trade.

Competition the life of trade

In dealing with a country that is not dependent upon us we cannot use high-handed arbitrary methods. As in every other activity of life where the buyer may buy of any one of several sellers, each seller will try to outdo all others in courtesy, promptness, quality and quantity of service at the lowest possible price. For Latin American trade we have many keen competitors.

It is good for us, having a population of over one hundred million, that in our future dealings with Latin America we are to have competition and thus be constantly reminded that we must work for our own interest by way of doing the best that possibly can be done for Latin American customers.

Have classes give local illustrations—prices that are cheaper because of competition.

While our southern neighbors are not dependent upon us for many raw materials or manufactured products, their daily life is nevertheless at many points affected by the United States.

Important facts overlooked

Since we, being actually dependent upon her, are still quite unconscious of both the fact and the extent of our dependence upon her for a great variety of raw products that enter into our daily life, we should not be surprised to learn that Latin Americans have failed to realize for how very many articles of prime importance to life, commerce and industry they are already looking to us.

Even in Mexico, Central America, the West Indies and other countries of the Caribbean Sea, where for many years our commerce has exceeded that of all other nations combined, there is an astonishing lack of knowledge concerning the character and volume of this trade.

U. S. leads in Latin American trade

The general public of Latin America would be surprised to know that for many years our purchases from Latin America have far exceeded those of any other country and that beginning in 1913 our sales to her have also been in the lead.

But this leading position in the commerce of Latin America was largely owing to our preponderant share of the trade of the Caribbean, as we occupied second place in the total trade of South America.

In 1915, however, our trade with South America also surpassed that of any other country. In 1917 we began to lead all other countries combined in both buying from and selling to Latin America.

One should bear in mind, however, that a large part of our rapidly growing trade is attributable to greatly increased values since 1913 and is, therefore, not a fair indication of increased quantities.

In 1918 our purchases totaled \$1,044,000,000 and our sales \$760,000,000, a total trade of almost two billion dollars (\$1,-805,000,000). Our total trade with each of thirty-two Latin American divisions is given on page 45, together with the amount and percentage of increase over 1913 for the total and for imports and exports separately. The principal items of export are given on page 44 and the inside back cover.

In studying these totals, the reader should remember that their significance is in the numbers of articles sold and the numbers of customers dealt with, and not in the amounts of money. It takes but a line to say that Latin America bought almost \$200,000,000 worth of metals and metal manufactures from us in 1918; to get those articles to Latin America, however, took the time of thousands of wage earners and managers, hundreds of railroad cars, many ships, hundreds of houses, much letter writing, in fact participation by almost every one of us.

**Significance
of volume.**

Reasons should be sought to explain why our trade shows larger relative growth in some countries and groups of countries than in others, especially why the growth of our trade with Cuba has outstripped that with any other country, and even large groups of countries.

Latin America's pre-war financial and commercial relations, her personal, social and educational ties were generally centered in Europe, upon which part of the world, it was popularly believed, her industrial life also depended.

The masses of the people are not even aware that the United States leads the world in the production of the principal metals and non-metallic minerals; in lumber, cement and other basic materials; in wheat, corn, oats, cotton, tobacco, fruits and other leading agricultural products; in animal industries, meat products, fisheries, manufactures, commerce and wealth.

**Productive
forces of
the U. S.**

Much less do they realize that this overpowering supremacy and our geographical position make the United States more important to Latin America, industrially and financially, than all Europe combined can be to her.

Bring out the difference between "important to" and "necessary to."

Heretofore, they have not been generally confronted with these truths, or made to realize even that any considerable part of the imported articles with which they are constantly in contact originates with the "Yanquis."

U. S. mail bags Even where, as in certain parts of Latin America, men walk about the street clad in tightly woven trousers or wearing aprons bearing the familiar stamp "U. S. Mail," envious neighbors who are wearing less durable cottons, think much less of the origin of these bags than of their utility. Had these mail bags, which were so trifling in importance before being gotten out of the hands of the International Postal Service, been filled with parcels or checks representing interchange of commercial relations the initials "U. S." would mean useful service instead of unclaimed sacks.

Daily contact with U. S. products Latin Americans do not generally think of the United States when they enjoy bread, biscuits, pancakes and their delicious *pasteles*, made of wheat flour; when they eat hams, bacon and other meat products, butter and cheese, Irish potatoes, dried and canned vegetables and fruits; when they use lard, cottonseed and peanut oils, condensed and evaporated milk, baking powder, condiments, vinegar, flavoring extracts and many other articles of food from our farms, fields, pastures and factories. They seldom think of us when, on Fridays and other days of abstinence, they have special occasion to enjoy a dish of popular *bacallao*, smoked haddock or herring, canned salmon or lobster or other fish and shellfish from our extensive fisheries.

When they use refined sugar, eat candies, drink chocolate or chew gum, they are apt to even forget that the raw materials probably originated in their own or a neighboring country, and were sent to us to be manufactured or prepared.

Hard to avoid us Latin Americans too often fail to associate us with the clothes and shoes they wear; with building materials, house furnishings and decoration; with office, store, factory, mill, farm, ranch, mining and logging supplies and equipment; with steam railways, electric lines, automobiles, motor trucks, wagons, steamboats, motor boats and their other transportation facilities; with water works, sewerage, electric light and power plants; with coal, coke, oils, soaps and greases; with the telephone, telegraph and cable; with chemicals, dyes, drugs and medicines. There is an endless variety of ways in which the daily life of millions of our neighbors to the south are affected by our products and commerce. Even the man who may not be in direct contact with our products, cannot possibly avoid the effect of them, extending even to his amusements, such as sports, music and the "movies."

U. S. cotton in European textiles Latin Americans rarely see any connection between the United States and their European purchases, yet many of our materials and products form an important part in a great variety of these manufactures. Their most important European purchases are textiles which they purchase with little thought of the fact that much the larger part of the cotton

employed in their manufacture comes from our southern cotton fields where about 75% of the world's supply of the fleecy staple is grown.

One finds many ways in which our products are camouflaged, some of which seem quite natural and innocent, but others as purposely and skilfully designed as for a battlefield. The most important reasons responsible for this unfortunate situation are:

Camouflaging U. S. products

1st, that a large part of our commerce with Latin America is handled through European merchants, often our commercial rivals, some of whom find it to their interest to disguise our products;

2nd, that the larger part of our commerce has been financed through foreign banks, in which settlements were usually made with drafts on European centers; and

3rd, that the bulk of our commerce has been carried in ships flying European flags. Heretofore, beyond the borders of the Gulf of Mexico and the Caribbean Sea, the Stars and Stripes was almost a curiosity in Latin American waters.

Fortunately for us, Latin Americans are generally familiar with a number of our widely used labor-saving machines and machinery which dramatically appeal to the eye, such as the cash register, sewing machine, typewriter, adding and calculating machines, type-setting machine, farming machinery and implements, windmills, printing presses, scales and balances, stoves and ranges, electrical devices, phonographs, cameras, hand tools and implements, prominent among which is the machete, that everlasting friend in need that is a friend indeed to the lowlands of rural Latin America.

Labor-saving devices

Have these devices drawn and stories told of their Latin American uses.

That Latin America has been looking principally to us for her metals and metal manufactures is not generally understood. Heretofore, foodstuffs have generally led in our sales to Latin America, but metals and metal manufactures are now far in the lead of any other group of products, testifying to the rapidly increasing demand upon us for such products, despite greatly enhanced values. During the fiscal year 1918, the value of our sales of metals and metal manufactures attained the large sum of \$195,649,274 or nearly 27% of the value of our total exports of domestic merchandise to Latin America.

Metals and metal manufactures lead

While many of these products can normally be obtained in Europe, we shall always be able to supply them to Latin America more quickly and in much larger quantities than Europe can hope to do. **Every year our advantage will increase.** In fact there is nothing else in which our world supremacy is so pronounced as in our production of iron, steel

and copper, the essential basic elements in manufacture, and in our production of coal and petroleum, the great compelling forces in the extraction and conversion processes by which all metals enter into an infinite variety of manufacture.

**Importance
of steel**

Steel for example is as vitally important in new and undeveloped countries like Latin America as in old and finished countries.

No phase of modern life, no employment or occupation, no industry or service, great or small, is possible without some direct use of steel. We find it in countless varieties of form, ranging from needles and pens, to ponderous locomotives and giant ocean steamers.

Have children list familiar uses of steel.

Without steel Latin America can never be developed; there can be no steamships, steamboats or railroads; no tools, implements and machinery with which to exploit its forests, develop its mines, cultivate its fields, manufacture its products, build its cities and homes and carry on commerce; it must relapse into the primitive days of the Inca and Aztec, or at least be thrown back to the era before the modern use of iron and steel became known.

A lost art

The Incas and pre-Incas, to whom steel was unknown, possessed the lost art of tempering their copper tools, many samples of which have been found among the ruins and abandoned mines of Peru and Bolivia, and some of which can be seen in our museums; but their descendants find steel, in some form, as important in their daily life as we do.

**The
machete**

Even to the uncivilized man of the jungle a blade of steel is indispensable. I have visited many isolated native huts at remote river points in the interior of South America where, after diligent search, the only article found on the premises which was not the product of the wilderness, was a machete, that indispensable and inseparable tool and weapon of the lower class of the Latin American native, especially of the lowlands. This heavy and long cutlass-like knife supplies every domestic use for sharp-edged tools in the home, from peeling fruits to cutting fire-wood. It is also employed as the sole agricultural implement, both in cultivating and harvesting the small patches of corn, sugarcane, bananas, plantains and other products.

It is the sole implement used in cutting footpaths and roads through the jungle; and answers many purposes in gathering forest products, in construction work, local industries and in hunting and fishing.

The machete is universally used in cutting the vast fields of sugar-cane in Cuba and elsewhere in Latin America; also in cutting off the outer husk of the cocoanut.

Every bunch of bananas gathered in Tropical America is cut from the plant with a machete, after which the plant itself is cut

down with this knife, to make room for its succeeding sprout, since no banana plant bears more than one bunch of bananas.

The machete is a formidable weapon in the oft-recurring revolutions, and is too often resorted to in the settlement of personal difficulties. Many a man's head has been split wide open with a single blow of this heavy knife.

It is a common sight, in rural districts, and especially in cane-growing sections, to see boys, often clad in nothing more than a small piece of cloth, with a machete slung at their sides; but they look to be as proud of being dressed in a machete as we feel in good clothes, shoes and hat.

**Dressed in
a machete**

Many of these poor boys don't aspire to own anything more valuable to them than a machete, and especially one that bears the imprint, "made in U.S.A.," the superiority of which they have learned to appreciate.

It is the tool by which these boys and their families earn a livelihood, and one that answers more domestic and general needs than any other known to them.

They may never learn to read, but their long familiarity with the imprint on their machete, "made in U.S.A." and its significance will serve them a good purpose in the selection of not only better tools and implements, but many other manufactures that they will come to require.

**Have imaginary story written giving machete boy's idea
of the United States.**

The families in the huts and cabins where the machete now reigns supreme, will first want household and kitchen furniture and utensils of modern manufacture and greater utility, in iron, steel, tin, enamel, crockery, glass, etc., instead of the now useful calabash from which their bowls, jars, dishes, cups and even spoons are made, or pots and pans locally made of clay.

**Household
furnishings**

They will want to discard the stone and stone rolling pin with which the women laboriously grind corn; put aside the turtle-shell in which the cornmeal batter is prepared; and abandon the use of hot stones on which to cook "tortillas" (pan-cakes), their staple bread.

They will want forks, spoons and knives; glasses, crockery, tinware, coffee mills, sewing machines, hammers, hatchets, axes, hoes, rakes, shovels, saws, nails and innumerable other articles of ordinary domestic use.

The man of the jungle will surely want a better bed than is commonly found in his hut; forked stakes supporting rough limbs and branches, covered with a home-made grass mat, usually about three feet above the ground, as a protection against snakes and other venomous crawling pests. Sheets and other bedclothes are unknown to him. He is not even troubled with wearing apparel, since his entire wardrobe is often confined to a breech-cloth. The women do not wear much more, and younger children not even a fig leaf, but all this must of course change.

**A breech-
cloth
wardrobe**

What local industries will benefit from these changes in standard of living?

**Agricultural
machinery**

The statement that in one year, ending June 30, 1918, we sold Latin America agricultural machinery and implements alone to the value of \$5,700,000, would probably be accepted by the average Latin American as an "embuste de los Yanquis"; yet such facts should be generally known.

Our planters, plows, cultivators, reapers, binders, threshers and other agricultural machinery and implements are seen almost everywhere among the 17,500,000 acres sown in wheat in Argentina, and in the less extensive but important wheat fields of Chile, Uruguay and Mexico.

But the extensive use of our unequalled farming machinery, implements and tools is not confined to the wheat fields of Argentina, Uruguay and Chile. One finds them in the large fields of corn, oats, sugarcane, rice, cotton, tobacco, coffee, hay, sisal grass, linseed, potatoes and other vegetables; and generally on the small farms throughout Latin America, wherever the native has advanced beyond the wooden plow.

One need not go further than among our Mexican neighbors across the Rio Grande to find an astonishing abundance of wooden plows and many other primitive methods of agriculture; but the Latin American farmer who has been converted to the advantage of the steel plow will soon learn, if he has not already done so, that he can obtain the best results by hitching his burro to one from los Estados Unidos.

**Amusing
prejudices**

One of the amusing objections and prejudices among primitive people to the steel plow, is that it destroys the productive force of the earth.

This absurd theory is not confined to the aborigines of Latin America. I have frequently met with it, even in certain sections of Continental Europe where the wooden plow is still in use. It was a similar mistaken notion which often led the Spanish farmer to assist in almost denuding Spain of trees, because trees harbored birds that feasted on his grain crops.

Vehicles

Our wagons, carts, motor and hand trucks, pushcarts and wheelbarrows, harness, saddlery and horseshoes, contribute materially to gathering and marketing the products of Latin America, whether of the field, forest or mine; and in facilitating local transportation of all kinds.

I found our wagons in great favor, even in far-off Patagonia, where they were introduced in recent years. When at Trelew, a bleak little town that reminds one of a Siberian village, I dined at the home of a Welshman who was doing a thriving business in hauling wool from the foothills of the Andes, across the trackless pampas, often for over 400 miles, exclusively in American-made wagons which he declared were superior to any he had ever used. This frank admission seemed the more significant because Trelew was settled by

a Welsh colony and is inhabited almost exclusively by the Welsh.

A story is told of a business man at Guayaquil, Ecuador, having need to reach Iquitos, Peru, (an air-line of relatively short distance), by the quickest and most convenient route, found it necessary to first come to New York to sail for Pará, and thence ascend the Amazon for about 2,500 miles to Iquitos. Explain the great difficulties of crossing the Andes and jungles on foot or horseback.

Bags are used not only to sack wheat, corn, oats, linseed, rice, coffee, potatoes, beans, peas, and other farm products, but employed almost exclusively throughout Latin America in handling and shipping flour, sugar, salt, cocoa, tagua and edible nuts, tonqua and vanilla beans, nitrates and other products, since they are found cheaper and more convenient than barrels. In 1918, we sold Latin America bags to the value of \$2,500,000, and over \$700,000 worth of twine, used largely in sewing up these bags. We also sold her cordage, valued at \$1,800,000, used extensively on farms and ranches; and binder twine, to the extent of \$3,800,000, used almost exclusively in the wheat fields of Argentina, Uruguay and Chile. Besides, we sold her other manufactures of vegetable fibers, (\$1,275,000), on the matting and in the hammocks of which the daily siesta is often enjoyed or the night is spent. And this does not include straw and palm leaf manufactures, valued at \$551,000.

**Bags,
twine and
cordage**

Try to estimate the combined length of the binder and other twine which we sold to Latin America in 1918.

After crops of the field are harvested much of our machinery is employed in making them marketable, even before they leave the farm. Wheat, oats and rice must be threshed, corn shelled, coffee hulled and cleaned, the cotton ginned and baled, the tobacco cured, sugarcane ground and rendered into raw sugar and syrup or the sugarcane juice fermented and distilled into strong alcoholic drinks.

**Mill
machinery**

The grain elevators and the flour, grist, rice, sugar and cottonseed oil mills are not only largely equipped with our machinery; but most of the lumber, structural steel, galvanized sheet iron, hardware, glass, nails, cement and other materials together with the necessary tools employed in the construction of these mills, come from us.

This is equally true of wood-working and metal-working plants; packing houses and cold storage plants; water and gas works; electric light and power plants; pumping and irrigating plants; extract and distilling works; mines; oil wells; and local factories, mills and shops of all kinds wherever machinery, machines, implements and tools are employed.

**Sugar
mills**

Calls for our sugar mill machinery—to make cane juice into “raw sugar”—are significant and encouraging not merely because of our sales of \$11,000,000 in one year but because they portend the day when Latin America will retain for itself the advantage of refining its own sugar instead of being contented with merely making the raw material and paying other nations to do the refining. A short-sighted selfishness would make us regret if Latin America should stop sending us its raw sugar to be refined. **A more intelligent selfishness will help us to see that as Latin America increases the kinds and amount of home-made products she will also increase her demands for our goods.**

**War-time
sales**

The fact that during a year of world-wide war, we sold Latin America iron and steel machines and machinery alone to the value of \$55,500,000 testifies forcibly to her extensive use of our mechanical devices. And these sales do not include automobiles, cars and other vehicles (\$32,500,000), electrical machinery, (\$16,700,000), agricultural machinery and implements (\$5,700,000), or any machines or machinery made of copper, brass, nickel, tin or other metals.

All these various devices will preferably be pictured and their course from centers of manufacture and distribution followed to centers of use in Latin America. Advertising pictures from magazines will help vitalize these geography studies.

**Railroad
equipment**

Toward the railroad transportation of Latin America, our sales of locomotives, cars, car wheels and axles, steel rails and track materials amounted, for the fiscal year, ending June 30th, 1918, to over \$13,300,000; not to mention several million dollars more in structural steel that entered into bridge construction, machinery for railroad shops and pumping plants, materials in the local construction of cars, and materials and supplies in operation and maintenance, including telegraph wire, coal, oils, and greases.

**Electrical
machinery**

Electrical machinery, machines, fixtures, wiring, etc. are fortunately among our greatest specialties for they are also among Latin America's principal needs, not only in cities but on the farm and in mining operations. In 1918, our total sales of such articles exceeded \$16,700,000, and this is only a beginning.

An electric light plant is now operated in connection with almost every factory, mill or other modern industry, where electric power is also often generated for operating machines, running elevators, etc.

Electric power in light manufacturing is becoming general in Buenos Ayres, Santiago and other large cities.

One finds electric lighting in many towns where the high cost of coal dispels all thought of using gas.

Many of the powerful cranes on the piers of Buenos Ayres, Montevideo, Rio de Janeiro and several other principal ports, for loading and unloading ships, are operated by electricity. I have frequently watched the rapid and interesting means of delivering bananas aboard a ship by an endless belt operated by electricity.

The same means is also employed at Santos, Brazil, in loading coffee. I visited a plantation of 20,000 acres, in the state of Sao Paulo, Brazil, where the coffee hulling, cleaning and sacking machinery was operated by electricity.

There is plenty of time to have classes fully understand the economic importance to commerce of electricity and the power and light it furnishes.

The plant of the Chile Exploration Co. (an American concern) at Chuquicamata, Chile, which when its other units are completed, will be the largest copper mining plant in the world, is operated throughout by electric power; the current being transmitted from its big power plant (60,000 H.P.) at the little port of Tocopilla, 84 miles distant.

**Largest of
copper
mines**

I enjoyed the generous hospitality of the General Manager of this Company during my three days inspection of this mammoth plant, located at an altitude of 8,846 feet.

When this plant is fully completed, it will have a daily capacity for handling and treating 40,000 tons of copper ore. The ore bed is over 1,000 feet deep and borings indicate that the property contains over 300,000,000 tons of copper ore. The present capacity is 10,000 tons a day.

These mines were exploited as far back as the Inca period, as is shown by many small entries in which are found the skeletons, pottery, wooden shovels, stone and copper tools, etc., of that period; some of which may be seen in the Museum of Natural History in New York City.

**Trailing
the Incas**

The Incas and the Spaniards who followed them mined by the primitive methods of those days, in which they followed only the small rich veins of ore, whereas the Chile Exploration Co. is blasting away the entire mountain in which the old entries worked by the Incas and Spaniards are mere threads in this gigantic mining operation.

It is found profitable to treat the ore en masse, irrespective of the rich veins, since it yields an average of about 2% of pure copper.

It was particularly interesting to see a number of enormous steam shovels that had seen service in digging the Panama Canal, plunging into great heaps of blasted ore and loading it on cars for crushing and treatment at the mills.

Instead of smelting the ore in a furnace, as is generally done, this plant is using the leaching process which is said to be the first time it was ever applied in treating copper ore.

**Leaching
process**

The leaching process, which involves the use of sulphuric acid in separating the copper from its ore, was applied because of the remoteness of the plant from coal, coke or other fuel necessary in the smelting process.

The copper is gathered on copper sheets from the liquid by an electrical process, and by means of crude petroleum, under air pressure, it is melted into small ingots, in which form the copper is shipped to the United States. The employees and their families at this plant,

numbering about 5,000, are housed and given medical and hospital attention, including medicines, at the expense of the Chile Exploration Co., all of which comes from this country.

**The mine's
school**

A school is maintained for the children by monthly contributions of 60 centavos (about 12 cents), paid by each male employee of the Company. At the time of my visit, this school occupied a single room in a small building, which was used in the mornings by boys with a man teacher, and in the afternoons by girls with a woman teacher. Both teachers were Spanish. In visiting the school one morning, a bright little boy very willingly read a story for me (of course, in Spanish), which he did very well. These children are merely taught to read and write, and instructed in the rudiments of arithmetic.

The next largest copper plant in South America is also owned by an American concern, the Cerro de Pasco Copper Corporation, which also operates over 100 miles of railroad.

**Highest
railroad
in the
world**

This large plant, producing about 50,000,000 pounds of copper annually, is at the old and interesting mining town, Cerro de Pasco, Peru, at an altitude of 14,100 feet, where the Jesuits mined silver and copper for two centuries, following the discovery of these mines, in 1630. En route to Cerro de Pasco, one travels over the Central Railway, from Callao and Lima to Oroya, 140 miles, remarkable for its wonderful feats in engineering and in reaching the highest altitude (15,865 feet) of any railroad in the world.

This celebrated railroad was designed and its construction begun by the American engineer, Henry Meiggs, and finished after his death by another American engineer, William Thorndike.

Our mining machinery is more extensively employed in Mexico than in any other country of Latin America, because of our larger invested capital and the greater interest we have taken in the operation of Mexican mines. This is likewise true in railroad construction.

Discuss the ways in which Mexican Revolutions have caused great losses to our nation through 1, destruction of life and property; 2, interruption of commerce; 3, maintaining armed forces along the Mexican border.
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**Wide use
of our
metals and
machinery**

Despite our neglected opportunities in these lines, especially in the countries of South America, one finds our metals and metal manufactures in general use even at remote and inaccessible points where a citizen of the United States is rarely if ever seen.

**Railroads
higher than
Mont Blanc**

Our mining machinery is found from the highest reaches of the Andes, in Bolivia, where tin is mined, the highest mining operations in the world, to the coal mines on the coast of Chile, which curiously enough extend out under the Pacific; from the famous silver mines of Potosí, Bolivia, to reach which the railroad climbs up to an altitude of 15,814 feet, the second highest point attained by any railroad in the world, to hydraulic mining in river beds; from the highest copper mines in the world, near Ollagüe, Chile, to reach which the railroad ascends to an altitude of 15,809 feet, the third highest point achieved in railroad construction and 28 feet higher than Mount Blanc, the apex of Europe, to the oil wells at Comodoro Rivadavia, in Southern Patagonia.

One finds our machinery and tools almost everywhere in Latin America wherever mining operations are undertaken; on the shores of the great Borax Lake in Chile (24 miles long and at an altitude of 12,200 feet); in the "oficinas" of the nitrate fields of the parched Atacama Desert in Chile; at the asphalt beds of Trinidad, Tobago, Venezuela and Cuba; at the oil wells of Mexico, Peru and Patagonia; in mining iron and manganese ores, principally in Cuba, Brazil and Chile; platinum in Colombia and vanadium in Peru; bismuth and wolfram in Peru and Bolivia; graphite, magnesite and mercury in Mexico; precious stones in Colombia, Venezuela, Brazil and Mexico and the Guianas; monazite sand and mica in Brazil; copper, antimony, zinc, lead, sulphur, salt, marbles, onyx and building stone in various countries; and gold and silver in practically every country of Latin America.

When I descended 1,200 feet in a small cage, used for hoisting ore, to the bottom of the deepest silver and tin mine in Bolivia, which at certain points is over 2,000 feet from the surface, my companion braced up my courage considerably by assuring me that the cables, chains and machinery on which my life depended, were American-made.

**Deepest
silver and
tin mine**

I groped through parts of the six miles of galleries in the eight levels of this mine, in which I was specially interested in seeing at work steam drills, pumps and other American-made machinery and tools. Even the miner's torch I carried and the calcium carbide in it were products of the United States, as well as the coal which fed the boilers and the oil which kept the machinery running smoothly.

I was told that this mine, the surface of which Spaniards began to exploit over three centuries ago, had paid dividends in the last 40 years, aggregating over 20 times the substantial capital stock of the company, yet no Norte Americano owns a single share of this stock.

Have classes explain the changes in American life that resulted from development of our own mines, using as many local illustrations as possible.

I visited other silver and tin mines in Bolivia where some of the equipment and methods employed have remained almost unchanged since they were first operated in the early Spanish colonial days; mining methods so primitive for our day as to be almost inconceivable to one who has not seen them in operation.

**Primitive
mining**

But now that we have begun to take an active interest in the tin mines of Bolivia, which are of special value to us, we should soon be able to overcome these antiquated and wasteful methods by the more extended use and sale there of our modern mining machinery.

Engines

During the fiscal year 1918, we sold Latin America 13,149 steam, gasoline, kerosene and gas engines of stationary, traction and marine type, valued at over \$10,500,000. In addition, we sold her 222 steam and 12 electric locomotives, valued at \$2,500,000. Thus, it is seen, we take no small part in keeping in motion the machinery on which Latin America's industry and commerce so largely depend.

The energy of our engines not only drives her industrial and public service machinery of all kinds, giving profitable employment to large numbers of her citizens, but it keeps the wheels and propellers turning of steamers, tugs and launches, engaged in inland navigation; while our locomotives keep many of her trains in motion.

Our fire engines are of great service in putting out fires and preventing destructive conflagrations.

Windmills

Our windmills are in specially high favor on the vast pampas of Argentina and in other large prairie sections, where they are employed in supplying water to man and beast and in irrigating lands. One year's sales totaled \$770,000!

They are of the greatest value in Patagonia, where the never-ceasing high winds can be relied on to keep the pumps of deep-driven wells going in supplying brackish water, the only quality of water generally obtainable there, except rain water conserved for home use.

The biography of an American windmill now pumping water in Patagonia would be an interesting exercise.

Our labor-saving machines of domestic and business use, in the sale of which the United States has an almost world-wide monopoly, are growing more and more in favor in Latin America as their utility and economy become known.

Labor-saving machines

During the fiscal year, ending June 30, 1918, we sold Latin America 1,712 cash registers and their parts, valued at \$340,000; 2,333 adding and calculating machines, valued at \$334,000; typewriters to the value of \$1,950,000; and sewing machines to the value of over \$3,100,000. And in spite of war obstructions!

These sales during a single year of war embargoes and priorities offer abundant proof of the extent to which our supremacy in the production of ingenious and labor-saving machines is helping Latin American merchants to keep closer watch and unfailing knowledge of their cash sales; and our value to merchants, manufacturers and banks in the labor saved and accuracy assured through the use of our adding and calculating machines and typewriters.

Manufacturers of these devices will be glad to send advertising matter, including facts, about their Latin American customers. Have letters written requesting facts and incidents. Magazines and local dealers will furnish addresses.

Our adding machines I found employed in keeping an accurate account of the number of bunches of bananas loaded on a ship and in checking other products in various parts of Latin America.

Our typewriters have become indispensable to the office wherever any considerable amount of writing is required.

Our sewing machines render the most widespread service, from factory and workshop to the humblest home, in economizing labor and reducing the cost of garments. They are a special blessing to the home of the poor who are made acquainted with their utility and offered means of buying them through the splendid energy, magnificent organization and wise policy of our sewing machine companies.

**A blessing
to the home**

I have frequently met with their salesmen, even in remote and unfrequented parts of Latin America; on mountain trails and high plateaus, crossing the trackless pampas and prairies, and in the forests and jungles of the wilderness, jogging along with pack animals heavily loaded with American sewing machines, destined to save the eyes, lessen the burden and gladden the heart of poor women of those remote parts who have too long labored with the needle.

The salesmen are usually natives who penetrate into remote sections, by land or in a canoe, where the face of a white man is rarely if ever seen.

**Installment
sales**

The organization is so complete, under the supervision of our men, as to seek the sale of sewing machines on small weekly or monthly payments, within the ability of the poorest woman to meet.

These liberal terms are not at prices too often met with at home, among installment furniture and other dealers, which entitle the method to be dubbed the "extortion plan," but at figures above the cash price barely sufficient to cover a small interest on the unpaid balances and the reasonable expense of collecting them.

I was rather surprised to learn from American district agents and supervisors whom I met that their losses through sales and absconding collectors were infinitesimal.

Although the sale of sewing machines represents a relatively small part of our commerce with Latin America, it is not difficult to foresee the wide influence of these machines on our growing commerce, better understanding and closer relations with her. It frequently happens that the sewing machine conveys to the native his first knowledge of the value of our manufactures, and is the real pioneer in the development of a large trade.

**A trade
pioneer**

Its satisfying service in the family, and the joy it brings to wife and daughters, naturally leads to anxious demands for a great variety of our products and a better appreciation of our manifold services.

It seems clear to me that if our manufacturers and merchants in general were to apply the same enterprise, energy and organization in promoting and extending their sales and business in Latin America, as we find displayed by our sewing machine companies, there would be little occasion to give much thought to the commercial rivalry of Europe in those markets.

Although our sewing machine companies enjoy a virtual monopoly in their line, they are not sitting down idly at home waiting on some happy chance to reveal the value of the machine in the Latin American home, or on the mails to bring in a cash order, but through wonderfully organized methods they are looking up customers in the remotest corners of the world, and making it inviting for them to buy sewing machines.

This is an excellent topic for school assembly or for Chamber of Commerce meeting.

Stoves

The fact that Latin America bought of us during the fiscal year of 1918, stoves and ranges worth \$790,000 (about 30,000 customers) indicates their growing appreciation of our better means of cooking and heating than by the old-style brick and tile stoves of Spain and Portugal and the open charcoal braziers over which I have often shivered in high altitudes and cold climates.

Scales

They are also coming to know more of the value of our modern scales and balances, (sales \$729,000) over old European models which the merchant holds suspended by one hand while he goes through many gymnastics with the other.

Safes

We are safeguarding Latin American books, money and other valuables against destruction by fire and loss by robbery, as indicated by our sales to them in one year of 4,430 iron safes valued at \$283,000.

Metal
furniture

They are also coming to be better acquainted with the merits of our metal furniture, (sales \$1,200,000) which articles are of special value in the tropics where insects are very destructive of wood.

Cutlery and
hand tools

They appreciate the value of our razors and cutlery, (sales \$2,000,000) and have long appreciated the superiority of our axes, hatchets, hammers, saws, shovels, spades and other hand tools. One year's sales were \$4,700,000.

Printing
presses

Nor have they overlooked our printing presses of which they bought to the value of \$475,000, and typesetting machines, valued at \$414,000.

Mosquitos
and flies

So far as Latin Americans have learned that the pestilential fly and deadly mosquito are neither blessings in disguise nor necessary evils they look to us for the screens on verandas, doors and windows which will keep out the female *stegomyia* mosquito, who serves as the most active agency in the transmission of yellow fever, while her consort chants the funeral

dirge or sings some discordant ditty so little appreciated by a foreign traveler during a sleepless night. Our "kill the fly" devices, such as fly paper and fly traps, were bought to the value of \$47,400. Fancy the tons of flies destroyed and the many cases of serious illness prevented by this large quantity of fly-killing devices.

The Irreconcilable Conflict of Screens and Mosquitoes would test the class's knowledge of modern sanitary advances.

In 1918, Latin America spent over \$6,000,000 for our **wire**, which is significant of its extensive use in her telephone and telegraph systems. She also spent \$3,700,000 for our **barbed wire** and \$330,000 for our **woven-wire** fencing which is in popular use to enclose farms, ranches and great pastures. Besides, she bought **wire rope and cables**, valued at over \$1,100,000, and our other **wire manufactures**, valued at \$1,435,000. These large totals are but beginnings which promise prodigious development as Latin America learns their value.

Wire

I found **none but American automobiles** along the government-built macadamized road of 82 miles, from San Lorenzo to Tegucigalpa, the capital of Honduras, the only good roadway in that country.

Automobiles

There are many more American automobiles in the West Indies, Mexico and the countries of Central America than all others combined; but we have allowed European makes to outsell us in South America, a large field in which we shall soon overcome our neglected opportunities, for we have made notable progress in recent years in our sales of automobiles to Latin America. During 1918 we sold her 19,560 passenger and 1,528 commercial cars, which with automobile parts, not including engines and tires, were valued at \$24,600,000, besides 990 motor-cycles valued at \$213,000, and bicycles to the value of over \$440,000.

Motor-cycles
Bicycles

Have classes ride on bicycles and in automobiles through parts of Latin America. Manufacturers will gladly furnish descriptive material.

American automobiles are in general use not only in cities and towns, but are found in remote sections of Latin America, often to the exclusion of other cars. They even precede road-building, as I discovered when in Southern Patagonia.

A Patagonian sheep ranch

In my dilemma at Gallegos, a bleak and dreary town of 2,000 inhabitants, near the Straits of Magellan, to find means of visiting a sheep ranch of 62,000 acres on which 15,000 head of sheep produced 125,000 pounds of wool the previous year, I discovered a Frenchman, the proud possessor of a "Ford,"

whom I engaged, at a fancy price, to bump me over 24 miles of wild pampas, almost unmarked with any semblance of a road.

I had heard of the ability of a "Ford" to climb a tree and swim a river, but I was wholly unprepared for such feats as it accomplished on this memorable ride.

We drove to the ranch in the face of the fiercest and coldest wind I have ever felt blow out of a perfectly clear sky, a not uncommon occurrence in Southern Patagonia, and which seemed to be the only hindrance to our progress. But I was too cold to care much what happened.

It was September 3rd, at the end of the bleak and severe winter season in that remote and desolate part of the world, and I shall always remember that ride as the roughest and coldest I have ever taken.

Great tidal
range

One of the interesting discoveries I made at Gallegos, located on the right bank of the Rio Gallegos, ten miles from its mouth, is that the extreme range of the tide there is about 50 feet, which is only exceeded, to my knowledge, by that of the Bay of Fundy; yet at Punta Arenas, in the Straits of Magellan, within 150 miles from Gallegos, the mean tidal range is less than 4 feet.

The mean range of tide at Montevideo, where the River Plate is nearly 100 miles wide, is only 1.4 feet.

The
Atacama
Desert

Our pipes and fittings, to the value of \$11,400,000 were taken chiefly for the construction of water, sewerage and drainage systems, and in the plumbing of buildings, so necessary to many industries, to health and often to life itself. Not only many cities are wholly dependent upon their water supply from distant sources, piped through iron water mains; but sometimes large regions of country as, for instance, the great Atacama Desert, stretching along 500 miles, in Chile, can only be sustained with sufficient water piped from long distances.

Where rain
is a
curiosity

Rain does not fall anywhere in this region more frequently than once a year, and then only a light sprinkle. No region on earth is more waterless and parched. Practically every drop of water consumed in the section traversed by the railroad from Antofagasta to San Pedro, Chile, a distance of 193 miles, and including the city of Antofagasta, with 60,000 people, is piped from reservoirs at San Pedro, at an altitude of 10,700 feet.

The railroad constructed these water-works at a cost of about \$5,000,000 as efficient means of developing that section, which includes some of the richest parts of the nitrate fields. Previously water had to be hauled there from long distances, in tanks and barrels.

The water mains, which follow the line of the railroad, make life and industry possible, and enable Chile to mine and produce nitrates in sufficient quantity to supply the demands of the world for this curious substance, the formation of which has given rise to many theories and speculations by learned geologists and meteorologists.

No animal or plant life is possible in the nitrate fields without water brought there from without; also the necessary soil for plants, as these fields are as barren of earth as of water.

**Chilian
nitrate
fields**

As absolutely nothing grows there indigenously, every article of food for man and beast must also be imported from without. The occasional potted plant grows in imported soil.

Yet from all this parched desolation comes abundant nourishment to impoverished soils all over the world, and through the enriched soils increases the world's supply of food for man and beast.

Imagine what would happen to the life of Buenos Ayres, Rio de Janeiro, Montevideo, Santiago, Lima, Mexico City, Havana or any other important city of Latin America, if its water supply, made possible by iron water mains, were suddenly cut off!

**Dependence
upon water
mains**

The same disastrous consequences would come to us if the same thing happened to one of our cities. There would be great distress and suffering, even within the first few hours. No one is so well equipped as we are to furnish the means for future water departments.

Develop illustrations from local experience, including wonderful changes in our deserts thanks to iron or tile piping.

Practically all the houses in Southern Patagonia are small iron-clad buildings made from galvanized sheet iron furnished largely by us, (one year \$5,000,000). I had often thought from outward appearances that these little iron buildings were probably occupied by laborers with small incomes, only to find later that many of them were the homes of ranchmen enjoying annual incomes of from \$10,000 to \$50,000 a year from their large herds of sheep.

**Patagonian
houses**

Even where the houses are made of wood, as in some parts of Latin America, tin roofing is extensively employed. Sales of sheet tin which is iron coated with tin totalled \$16,250,000 while sales of tinware and other tin manufactures ran to over \$1,136,000 and will, of course, grow by leaps and bounds.

**Tin and
tinware**

It will be an interesting exercise for classes to list the human activities and benefits involved in the following sales by us to Latin America in 1918 of other metal commodities:

Bar iron, wire and other steel rods.....	\$6,247,000
Iron and steel plates and sheets (not galvanized) ..	5,970,000
Structural iron and steel.....	4,706,000
Copper and copper manufactures.....	3,874,000
Nails, tacks and wood screws.....	3,322,000
Brass and brass manufactures.....	2,908,000
Pumps and pumping machinery.....	2,884,000
Builders' and other hardware.....	2,839,000
Enamel ware (including 7,020 bathtubs).....	2,656,000

Lead and lead manufactures.....	2,083,000
Bolts, nuts, rivets and washers.....	1,968,000
Plated ware (except cutlery and jewelry).....	1,691,000
Hoops, bands and scroll.....	1,545,000
Zinc and zinc manufactures.....	1,371,000
Lamps and other illuminating devices (not electric)	1,117,000
Metal compositions and their manufactures.....	948,000
Pig and scrap iron.....	917,000
Castings and forgings.....	822,000
Clocks and watches.....	738,000
Firearms (even to Mexico).....	737,000
Elevators and elevator machinery.....	679,000
Car wheels and axles.....	662,000
Chains	535,000
Gold and silver manufactures (including jewelry).	477,000
Steel ingots, billets and blooms.....	328,000
Aluminum and aluminum manufactures.....	272,000
Gas and water meters.....	192,000
Needles	157,000
Cotton gins (624).....	127,000
Nickel and nickel manufactures.....	111,000
Sharpening and grinding machines.....	109,000
Type, plates, cuts and electrotypes.....	106,000
Metallic pens (135,029 gross).....	71,000
Horseshoes	61,000

Our leading sales

In the light of this survey of our sales to Latin America in metals and metal manufactures, can there be any question of our tremendous importance to her in supplying these essential needs which we produce in such abundance, and are better qualified to furnish than all Europe combined? This service is made more impressive when it is recalled that it was rendered during a year when our national energies were centered in the participation of the greatest war in the annals of history, when our large army in Europe and our associates there in the war had the first call on our surplus products; and in the midst of great financial difficulties, disrupted exchanges, interrupted business, abnormal labor conditions and widespread unrest.

Important as this is, it is only one of many ways in which we are and can be of far greater service to Latin America, and upon terms more advantageous to her than any other country can offer.

Foodstuffs

For the indispensable foodstuffs which Europe cannot spare, and which Argentina, Brazil, Paraguay, Uruguay and other countries to the south have not yet sought to produce in sufficient quantities, Latin America naturally looks to the United States as the only country in the world which produces a large surplus of breadstuffs, corn, oats, hog and other meat products, fats, edible oils, canned fruits and vegetables and many other necessary foodstuffs.

In spite of her vast uncountable herds of sheep and cattle and the uncountable acres of land under cultivation and millions upon millions of still untilled lands that rival the world's best in richness, **Latin America already buys over one hundred and thirty-five million dollars worth of foodstuffs from us annually.**

No fewer than 1,300,000,000 loaves of bread, or rather the flour for this many loaves of bread, (5,000,000 bbls.) was purchased in 1916; which total shrank in 1918, nearly two-thirds, because of the Government requisitions for our large army, our associates in the war, and needy neutrals. Similarly, shipments of wheat fell off from 4,224,345 bushels in 1916 to only 129,745 bushels in 1918. But our shipments of other foodstuffs show large gains over 1916.

**Flour
Wheat**

In 1918, the five largest Latin American customers for our flour were, in the order named: Cuba, Mexico, Guatemala, Brazil and Jamaica; while our smallest customers were naturally Argentina and Uruguay, the only countries of Latin America which produce a surplus of wheat.

Develop reciprocal service of Chile in furnishing nitrates and our country in returning foodstuffs to all of Latin America.

In 1918, our principal sales of foodstuffs and feedstuffs to Latin America and the approximate value of each were:

Hams, bacon, lard and other hog products.....	\$34,000,000
Wheat flour (1,886,593 bbls.).....	21,000,000
Refined sugar (137,846,213 lbs.).....	10,000,000
Corn (4,476,364 bushels).....	9,100,000
Condensed and evaporated milk (54,251,283 lbs.)..	7,800,000
Meats and meat products (except hog products)...	6,000,000
Dried, cured and canned fish.....	5,800,000
Beans and peas (807,935 bushels).....	4,700,000
Green, dried and canned fruits and nuts.....	4,300,000
Irish potatoes (2,568,960 bushels).....	4,000,000
Cottonseed oil (20,590,579 lbs.).....	4,000,000
Green and roasted coffee (27,203,705 lbs.).....	3,800,000
Oats, hay, bran, mill feed and oil cake.....	3,700,000
Eggs and egg yolks (10,009,301 dozen).....	3,600,000
Rice (47,621,265 lbs.).....	3,300,000
Other vegetables (including canned).....	2,000,000
Cheese (4,795,013 lbs.).....	1,500,000
Butter (2,873,017 lbs.).....	1,200,000
Chocolate and confectionery.....	1,200,000
Cornmeal (117,817 bbls.).....	1,200,000
Oatmeal and other cereal preparations.....	1,000,000
Bread and biscuits (7,606,233 lbs.).....	1,000,000

Emphasize the fact that this enormous trade is only in its infancy. Try to forecast total amounts that will be needed by Latin America in 1930, 1950, etc.

Altogether, we sold foodstuffs and feedstuffs to Latin America, including rye flour, wheat, barley, malt, cornstarch, glucose, sirups, baking powders and yeast, pickles and sauces, spices and vinegar, flavoring extracts and fruit juices, to the value of \$135,440,000! This large sum represents over 18% of the total value of our exports of domestic merchandise to Latin America in 1918.

**Origin
of our
foodstuffs**

It is estimated that fully 95% of these food products originated with us, the remaining 5% being represented in the imported value of the Latin American raw products which entered into their manufacture or preparation, such as raw sugar, cocoa, green coffee, and tin used in the manufacture of containers. The coffee, however, the bulk of which went to the West Indies, was probably the product of Porto Rico which is, of course, domestic territory.

It will be seen that the United States contributes, very largely, to the Latin American table: in the bread, cake and biscuits they eat, and the baking powder, yeast, lard, butter and manufactured sugar which enters into it; in cottonseed oil, used largely in cooking and in salads; to their extensive use of condensed milk, frequently found even on cattle ranches.

**Some dairy-
less cattle
ranches**

I have found cattle ranches in Latin American countries where a glass of fresh milk could not be had and where fresh butter was unknown. If any butter was used at all it was apt to be the product of the United States or possibly imported in tins from Denmark.

They look to us, almost exclusively for their hams, bacon, lard and other hog products, although most of those countries could raise hogs as successfully as we do; and some of them even better, where climatic conditions favor larger and more frequent litters. Most of these countries also look to us for other meat products.

They are largely dependent upon us for their canned fruits and vegetables; even in Argentina, Uruguay and Chile, countries which with proper enterprise and industry could easily produce a large surplus of such products.

**Chilian
blackberries**

I saw more than enough wild blackberries going to waste in Southern Chile to supply the needs of all Latin America for blackberry jam and pies. It was explained to me that the high cost of sugar, tins and jars in conserving this delicious wild fruit did not yet warrant gathering it; that it was more economical to import such preserves from the United States or even from Europe!

Fish

As the bulk of the inhabitants of Latin America are of the Catholic faith, they consume quantities of fish on Fridays and other days of abstinence, and they look to us principally for their supply of dried, cured and canned fish.

We are shipping them large quantities of corn, oats and hay with which to help feed the stock in some of these countries.

In 1918 we sold them chocolate and confectionery to the value of \$1,235,000, the raw materials in the manufacture of which originated principally in those countries.

Some of these countries already look to us chiefly for butter and cheese, peas and beans, Irish potatoes, onions, cornmeal, oatmeal, peanuts, pecans, pickles, sauces, biscuits, crackers, condensed milk and other important foods.

Most of these products can and will in time doubtless be produced in most of the countries of Latin America, in sufficient quantities to at least meet domestic requirements; but until this time arrives, possibly in the distant future, they will look principally to us to supply their needs in these lines.

What applications can you make of thrift lessons learned during the World War, to this opportunity to increase our trade?

The combined forests of Latin America are four times larger than our own wooded lands, and would more than cover the entire area of continental United States. Despite their enormous extent, they contain but small stands of softwoods, (except in southern Brazil and Chile), and even these are of inferior quality, widely scattered and generally inaccessible, owing to the lack of transportation facilities.

Latin America's need of softwoods

Therefore, Latin America is largely dependent upon other countries, principally the United States, to supply her need for softwoods which are best adapted to the building trades, to many lines of manufacture, for boxes, crates and slack barrels in marketing her products. We even sell Latin America large quantities of hardwoods, such as ash, gum, hickory, oak and walnut, in which her own forests are deficient and do not yield a suitable substitute.

Our lumber not only dominates the building trades on both the Atlantic and Pacific coasts of Latin America, but our box and crate shooks, staves and heading, cooperage, doors, sash, blinds, mouldings and other house trim, household and other furniture, refrigerators, woodenware, wagons, trucks, wheelbarrows, tool handles, boat oars and other wood manufactures are widely used throughout Latin America. Moreover, the by-products of our forests, such as rosin, turpentine, pitch, wood alcohol and wood pulp are of large importance to her.

Our southern yellow pine is in special favor because of its combination of qualities that make it more suitable for a greater variety of uses, ranging from rough construction to the highest class of furniture and fixtures. Besides, it enjoys the reputation of resisting more successfully than other woods the destructive attacks by termites or white ants, so common in the tropics. The Latin American usually feels as great

Southern yellow pine in great demand

pride in possessing furniture and fixtures made of pitch pine, especially curly pine, as we do when made of the finest grade of mahogany.

One of the novel and interesting sights to me at Buenos Ayres, Montevideo, Rio de Janeiro, Valparaiso, Callao and some of the less important ports of South America, was numerous American sailing vessels, including small schooners, ordinarily engaged in our coastwise trade, discharging cargoes of lumber from our Pacific, Gulf and South Atlantic ports; attracted to such long sailing distances by the abnormally high ocean freights, owing to the dearth of steamers in the carrying trade.

**Wood
manufac-
tures**

Wood and wood manufactures represent our eighth largest item of export to Latin America, as shown by our sales, in 1918, of over \$28,200,000. These sales include logs, sawed timber and lumber, including railroad ties and shingles, to the value of \$17,000,000; empty hogsheads and barrels, staves, heading, cooperage, box and other shooks valued at \$5,000,000; and the balance being represented in various manufactures. These manufactures, however, do not include agricultural machinery and implements; cars, wagons and other vehicles; or any wood by-products, such as naval stores and wood alcohol.

It will be seen that in the different character of forests and other natural products of Latin America and the United States, nature itself provided the need of interchange and mutual helpfulness between the peoples of the New World.

Learn from the Forest Service of the Department of Agriculture, National Conservation Association and the American Forestry Association, all in Washington, D. C., what is being done, and what else needs be done to best conserve our forests.

**Oils and
greases**

For mineral oils and their distillations (\$34,500,000) and for lubricating and other greases (\$2,500,000), Latin America looks to us almost exclusively. Even Mexico which is now producing petroleum in large quantities, and the other countries, notably Peru and Argentina, whose production is considerable, look to us principally to supply their needs for refined oils, since they have no adequate means of refining their local raw product.

Our illuminating oils light the way along streets and in buildings everywhere in Latin America, where gas or electricity has not yet been installed, or where these more modern lights are still exorbitantly high.

Our lubricating oils keep Latin America's machinery running smoothly and our greases help her trains and vehicles to maintain their service. I took one long trip on a train in South America which it was necessary to stop every few miles to subdue the blazing fire and allow the axles on almost every

car to cool, because the supply of grease had become exhausted.

Our gasoline makes possible the service of automobiles, and the power furnished by many stationary, traction and marine engines in Latin America. It also answers many other requirements there as in dry cleaning establishments and scientific works.

Gasoline

Less imposing than our sales of mineral oils, but no less significant of the importance of our services to Latin America, is the item of over \$5,000,000 spent by her, in 1918, for our paraffin, wax, and 4,168,198 lbs. of candles; \$1,133,000 for calcium carbide; and \$2,035,000 for 9,906,000 incandescent lamps.

**Candles
Acetylene
gas**

This last item helps us appreciate the point often made in this book, that we must judge our gains with new customers by the number of purchases they make, that is the number of objects they purchase, rather than by dollar and cent totals. **Do not you see that 9,906,000 incandescent lamps mean 9,906,000 radiating centers and advertisers of co-operation between Latin America and the United States?**

**Electric
lamps**

Wherever artificial light is employed in Latin America, whether it be the flame of the resinous pine, a match, candle, the miner's torch, oil lantern or lamp, coal or acetylene gas, the beacon in the lighthouse, incandescent or arc lamp or the blinding glare of the searchlight, it is usually from products of the United States.

**We light
the way**

**In 1918, we sold Latin America \$231,000 worth of matches
If every match had been marked "Made in U. S. A.", how
many mediums of advertising would they create?**

Coal is the only fuel used for generating steam, not only in locomotives but practically everywhere in Latin America where steam is required, despite the fact that Chile is the only country where coal is commercially mined.

Chilian coal mines are principally on the coast, in the neighborhood of Concepción, where they even extend out under the Pacific. But Chilian coal is of inferior quality, not suitable for coking, and the output does not supply more than half of the total consumption of coal in Chile alone. It is generally mixed with American, Australian or English coal of better grade, and is principally used by the Government-owned railroads.

**Coal mines
under the
Pacific**

Other large coal deposits are known to exist in several countries of Latin America, but until these are made accessible, she must continue to depend upon the outside world, especially the United States, for her coal supply.

Omnipotence of coal

Being far in the lead of any other nation in the production of coal, we wield a mighty power in its discriminating sale to nations whose industrial life almost depends upon our willingness to sell them. We have had recent examples in Europe of how embargoes and other war necessities have driven nations to accept harsh terms in obtaining even a meagre supply of coal.

Without the 4,011,260 tons of coal and the 378,196 tons of coke, valued at \$24,335,000, which we furnished to Latin America, in 1918, many of her cities would have been without gas or electric lights and power; her trains and electric cars would have ceased to run, and many of her important industries would have been brought to a standstill.

Fuel-less forests

Wood fuel for steaming purposes in Latin America cannot be considered, as practically all of her extensive forests are composed of hardwoods, too expensive to cut, too heavy to handle or to float, extremely inaccessible and otherwise disqualified as fuel.

On the treeless Andean plateau, and at mines in the higher reaches of the Andes, where fuel is one of the greatest local problems, **yareta moss** and **taquia** are commonly used for steaming and cooking purposes.

Yareta moss

Yareta moss is a tough fibrous plant that grows in a hard compact mass of mushroom shape, usually about two feet in diameter. It burns as fiercely as the peat of Ireland and is more quickly consumed, and is about the only vegetation found in those high altitudes.

Taquia

Taquia, the droppings of the alpaca and llama, has an important local value as fuel, like the droppings of the yak in the highlands of Tibet.

Gathering yareta moss and taquia, and transporting this material on the backs of llamas and burros, often for long distances, is an important industry among the Indians of the Andean plateau. It is a common sight in such cities as La Paz and Oruro, Bolivia; and Cuzco, Peru, to see Indians peddling taquia for cooking purposes from baskets or sacks carried by llamas and burros from door to door.

Show how and why Latin America is dependent principally upon us for industrial power and lights.

Sales of rubber goods

In 1918, we exported to Latin America \$10,428,000 worth of rubber manufactures of which 63% was in automobile and other tires; 19% in belting, hose and packing; 3% in druggists' sundries; 2% in 227,456 pairs of boots and shoes; and the remaining 13% in miscellaneous articles.

Rubber imports

In the same year, the United States imported from Latin America, crude rubber to the value of \$20,588,486 of which Brazil alone furnished 70%. This large quantity, however, was less than 10% of our total imports of crude and scrap rubber, amounting to 428,963,913 lbs. and valued at \$207,562,458.

Wild rubber

Wild rubber which is gathered in practically every country in Latin America, formerly constituted the world's chief source of supply, but rapidly growing needs for rubber out-

grew the natural supply of accessible forests. Unfortunately, Latin America failed to keep pace with these demands through more extensive cultivation of the rubber tree, and leadership in the production of one of her great natural products was transferred from the New World to a distant part of the Old World.

The bulk of the world's rubber is produced by two species of trees, the *Hevea Braziliensis* and the *Castilloa*, the original source of which is the Amazon river region. It was the seed of the *Hevea*, the rubber tree par excellence of commerce, smuggled out of Brazil in 1876, which laid the foundation of the vast plantation rubber industry in far-off Ceylon, the Malay Peninsula, Sumatra and other countries of the East Indies where about 2,000,000 acres are now under cultivation. To-day, this plantation product dominates the world's rubber trade; but it is not too late for Latin America to recover her lost prestige, as Brazil alone possesses abundant ideal rubber lands that could easily produce more rubber than the whole world requires.

**Cultivated
rubber**

About 300 different tropical trees, vines and shrubs yield a liquid which contains rubber, but only a few of these are commercially important. One of the most interesting of them, at least to us, is the *guayule* shrub which has turned large tracts of formerly waste lands in Mexico into highly profitable fields. This stunted bush, from one to three feet high, grows wild on the elevated plateaus in the northern part of Mexico. It is also found to some extent in our states bordering on Mexico. This plant is distinct from the rubber tree in that its bark contains no latex, rubber itself being in the cellular tissues of the outer layers of its woody trunk and roots, and found to some extent in its branches and leaves. The epidermis also contains resins and essential oils. The plant is crushed by machinery, and the rubber extracted by flotation. It yields an average of 12% of rubber. In 1918, our imports of *guayule* gum amounted to \$1,341,000 all of which came from Mexico except \$4,000 worth from Colombia.

**Guayule
rubber**

The growing scarcity of the *guayule* shrub in Mexico has led to extensive experiments in its cultivation in our states on the Mexican border. The result of these recent experiments promise to develop a new industry with us of large magnitude.

It is found that the wild plant takes at least 25 years to mature, whereas it can be matured through scientific cultivation in 4 years, and its average yield in rubber increased to 20 per cent. or more. The cultivation can be done wholly by machinery, from planting the seed and plowing up the plant at maturity, to extracting and preparing the crude rubber for the market.

Extensive rubber plantations in Texas, New Mexico, Arizona and California are probabilities of the near future. The economic importance of developing, on a large scale, the

**Rubber
plantations
in the U. S.**

cultivation of rubber in the United States, is far-reaching, not only in this new source of productive wealth, but in solving our present problem of depending wholly on the outside world for our enormous requirements of crude rubber.

**Para
rubber**

Para rubber, which commands the highest price of all rubbers, is so called because the city of Pará, at the mouth of the Amazon, was long the chief market for South American rubber, but Manáos, on the Rio Negro, 1,000 miles up the Amazon, has succeeded to this honor, although Pará is still the principal point of exportation.

**Origin
of "rubber"**

Caucho or the aboriginal, cahuchu, from which evidently comes the corruption, caoutchouc, is the earliest word applied to rubber. It was the English scientist, Priestley, who discovered in 1772, that it would rub pencil marks from paper to which is attributed its name known to us—"rubber".

**American
enter-
prise**

The manufacture of rubber goods originated in the United States; the first great impetus being Charles Goodyear's invaluable discovery at Woburn, Mass., in 1839, of means to vulcanize rubber—a simple process of mixing sulphur with rubber and subjecting it to heat.

Our leadership in rubber manufactures has been continuous until we now manufacture more rubber goods than the balance of the world combined. Of all articles imported into the United States free of duty, crude rubber is the most valuable (\$208,000,000), and is exceeded only by sugar (\$222,000,000) among our dutiable articles of import.

**A billion
dollar
industry**

While we are preeminently the largest consumers of rubber, and have hundreds of millions invested in its manufacture, our capital invested in the production of crude rubber is negligible. This vast industry, the annual output of which has reached a valuation of approximately ONE BILLION DOLLARS, is at the mercy of foreign producers, controlled by foreign countries.

**Rubber
in
warfare**

Upon the outbreak of the European war, the British Government placed an embargo on rubber, much to the embarrassment of our rubber manufacturers who were finally permitted to obtain urgently needed supplies of crude rubber, originating in the East Indies, under an agreement with the British Government which embraced a warranty that none of such rubber or its products would be disposed of to any country at war with Great Britain. The Allies and their associates took every precaution to prevent rubber in any form from reaching the Central Powers, because of the great importance of rubber in warfare.

**Synthetic
rubber**

The need for rubber became so acute in Germany that the bulk of the return cargo of the "Deutschland", the first merchant submarine to visit our shores, was made up of rubber. Germany was hard pressed for rubber, necessary for battery boxes in submarines, for tires, hospital service and

many urgent army and navy needs. She was forced to resort to many substitutes, and finally made synthetic (or artificial) rubber although at almost prohibitive cost. It is well known that artificial rubber which conforms to most of the tests of the natural product, can be produced chemically, but its cost is many times that of natural rubber.

Have classes report upon the different methods of tapping rubber trees, gathering and coagulating the latex, and preparing crude rubber for the market.

Paper and paper manufactures form one of our large items of trade with Latin America, our sales to her, in 1918, being valued at \$20,304,000. We also sold her wood pulp (\$834,000), and such paper stock employed in the manufacture of her purchases of roofing felt (\$706,000).

Our leading item of paper sales was newsprint (\$5,404,000). When one reads a Latin American newspaper, his eyes are probably fixed on invisible bits of our northern forests without even suspecting it. When one reads any other Latin American publication, whether books, magazines, pamphlets, catalogs or music; uses blank books, writing paper and envelopes, blotting and carbon paper, wrapping paper and paper bags, cardboard and paper boxes, paper towels and napkins; signs a check or note, deed or mortgage; handles banknotes, stocks and bonds; decorates the walls with paper hangings; plays a social game of cards or employs paper in any form, anywhere in Latin America, one is apt to be in contact with the product of our paper mills.

Our forests
in news-
print

When visiting "La Prensa" in Buenos Ayres, it was gratifying to note that this famous newspaper was using American-made newsprint, and that its mechanical departments were equipped principally with our machines and machinery.

For magnificence in design and decoration of the building, and perfection in its equipment and appointments, this newspaper plant is probably the finest and best in the world. "La Prensa" (The Press) claims to have a daily circulation of over 300,000 which is far in the lead of any other Latin American newspaper.

A great
newspaper

Chemicals, dyes, drugs and medicines form another large item of our exports to Latin America which, in 1918, was nearly \$28,100,000. Of this important trade, medicinal and pharmaceutical preparations alone represent \$5,850,000.

Chemicals,
dyes, drugs,
medicines

In no line of our large industries has greater efficiency been shown and quicker response given to the diversified and greatly increased demands brought upon us by the war than in chemicals, dyes, drugs and medicines. Our total exports of such products leaped from a valuation of \$26,500,000 in 1913 to the formidable sum of \$180,300,000 in 1918; an increase, in five years, of 680 per cent!

Exports
increase
680%

Our sales in 1918 to Latin America alone, exceeded by \$1,600,000 the value of our entire exports of such goods in 1913.

**War
creations**

Before the war, we were content to allow Germany to maintain her grip on the chemical, dye and drug trade of the world, especially the Latin American field, but the war has created in us a new awakening and stimulated us to suddenly develop, on a large scale, a number of important industries that we had heretofore neglected, even to meet domestic needs.

Our new vision and increased enterprise will enable us to prove to Latin Americans that we can be of as great service to them in lines relatively new to us as in old and tried ones.

Locate in your home the articles of American manufacture which before the World War were usually made abroad.

Explosives

Dynamite, gunpowder, fuses and other explosives, extensively used in Latin American mining and blasting operations are chiefly the products of the United States, as may be judged by our sales of these products, in 1918, valued at \$5,842,000. These sales do not include \$1,000,000 worth of loaded cartridges, shells and projectiles.

It is an interesting fatality that the deposits of Chilian nitrates are blasted out of their repose of centuries by the destructive force created by these same nitrate fields.

Fertilizers

Chilian nitrates probably formed an important part in the manufacture of our fertilizers which we sold to Latin America, in 1918, to the value of \$3,865,000.

In 1918, we shipped to Latin America 2,482,336 barrels of hydraulic cement, valued at \$5,675,000.

**Importance
of Cement**

There is no material more widely used in modern construction, whether in building construction or public works; none for which Latin America will find more increasing needs, and which can be best supplied by the United States, since we lead the world in cement production.

While we do not yet equal the ancient Romans in the quality and durability of our mortar, we have found that cement, reinforced with steel, is not only cheaper than stone, but stronger and more durable.

**Panama
Canal**

Without the extensive use of cement in building the dams and locks of the Panama Canal, that surpassingly great engineering accomplishment would have been almost impossible.

**Cement
ships**

Years ago, Edison predicted that the time was near at hand when we would be pouring cement into standardized molds in the construction of buildings, rather than engage the time of architects and builders in the many details of old methods, a prophecy already realized in many forms of construction, even in ship-building.

A novel process of applying a cement, called "gunnite", to steel or wood framing, covered with wire netting, is by means of a "cement gun" which squirts this sticky substance in a stream, forming walls and roofs of buildings with great rapidity.

**"Shooting"
cement**

Discuss the special reasons calling for greater use of cement construction in Latin America, especially in the tropics.

One of our largest items of export to Latin America is leather and leather manufactures which, in 1918, amounted to \$28,313,000 of which \$17,911,000 or over 63% of this trade was in manufactures. Of these manufactures, \$16,516,000 is represented in the sale of 8,387,861 pairs of boots, shoes and slippers. Of this footwear, 3,199,458 pairs of boots and shoes were for children, 2,685,457 pairs for men, and 2,429,615 pairs for women, while the 73,331 pairs of slippers sold are not specified.

**American
shoes**

These formidable sales not only indicate a growing appreciation of our footwear which enjoys a world-wide reputation, but they point to the more gratifying importance of the growing use of shoes throughout Latin America.

In a recent visit to Cuba, I was surprised to find practically everybody, even to the little picaninny in rural districts, well shod. This pleasing transformation from the time of my previous visit to the island, twelve years ago, when the bulk of the native population, of all ages, were still in bare feet, is particularly encouraging.

**Picaninnies
well shod**

Shoeless people, of whom there are still millions in tropical America, not only indicate a low standard of living, but they are subject, in tropical and sub-tropical countries, to hookworm and other diseases.

**Bare feet
a menace**

The admirable work of the International Health Bureau (Rockefeller Foundation) in Latin America to eradicate these diseases through organized effort in educating the people and government officials in preventable causes, is of far greater consequence in promoting American commerce than merely creating an increased demand for shoes.

The more we can help Latin Americans to improve their welfare, increase their purchasing power and enable them to adopt a higher standard of living, the less we shall need to concern ourselves about improving our relations and increasing our commerce with them.

**Rewards of
altruism**

"American Shoes" is a familiar sign in every language and in every civilized country in the world. How can we best maintain the fine reputation of our footwear?

**Latin
American
culture**

Throughout this study, we have sought more to picture the great masses of the peoples of Latin America and the effect of our industry and commerce upon them; but it must not be imagined that Latin America is one vast wilderness, inhabited wholly by the semi-civilized man of the jungle and others still living in the most primitive fashion. Such attractive capitals as Buenos Ayres, Rio de Janeiro, Montevideo, Santiago, Lima, Mexico City and Havana testify abundantly to a high degree of culture and refinement among a large class of Latin Americans and to their enjoyment of almost every comfort, convenience and luxury of modern life. Buenos Ayres, the second largest Latin city in the world, even has an up-to-date subway system.

**Attractive
cities**

The larger cities of Latin America are generally of a fine type of European architecture and adornment, containing splendid public and commercial buildings, libraries, art galleries, museums, hospitals, schools, churches, theatres, clubs and many magnificent homes. Aesthetic tastes and love of the beautiful are also shown in spacious avenues, attractive plazas and beautiful parks and gardens; all tastefully adorned and splendidly maintained.

We have no opera house or theater comparable to the Colon Theater in Buenos Ayres; none so pretentious in gorgeous decorations and exquisite furnishings as the National Theater in San José, built by the Costa Rican government at a cost of \$1,000,000. None of our luxurious city clubs can compare in magnificence to the Jockey Club in Buenos Ayres.

**Musical
Latinos**

Latin Americans have a passionate love for music and song, an inheritance from their romantic Latin ancestry, intensified by nature's charm in the warmth of climate and luxuriant vegetation of Tropical America. An orchestra or band plays regularly for the enjoyment of the public, afternoons or evenings, usually in the principal plaza of almost every town of any consequence. In capital cities or other towns where there is a garrison, a military band usually furnishes the music, but in other cities and towns it is supplied by the municipality or some private organization.

The musical education of children is rarely neglected; the instruction or boys being considered almost as important as that of girls.

**Rôle of
the guitar**

The guitar is more commonly seen there than are banjos in our Southern States. It is universally used as an accompaniment to sentimental songs in the peculiar Spanish rhythm typified in "La Paloma", and frequently heard in serenades to some admired Señorita in the stillness of the night.

**Popularity
of our
phonographs**

I have frequently found our phonographs and player pianos furnishing the most enjoyable form of entertainment during long voyages on coastal and inland steamers, on the farm and ranch, and at mining and timber camps; grinding

out at remote places in Latin America, all classes of music, from ragtime to classical operas, and all kinds of songs and quality of voices, from amusing coon songs to the thrilling voice of Caruso; songs, too, of the concert hall and street, in Spanish and English, from "La Golondrina" to "A Little Bit of Heaven"; from "La Matichiche" to "Hello Broadway".

In 1918, we participated in gratifying Latin America's musical tastes through sales to her of musical instruments, records and perforated music rolls, to the value of \$2,630,000, not including a quantity of printed music, the value of which is not accessible. Our sales of musical instruments included 4,142 pianos, 1,770 player pianos, 369 organs and 17,637 phonographs, graphophones, and gramophones.

**Sales of
musical
instruments**

Another evidence of the aesthetic tastes of Latin Americans is disclosed through our sales to them, in 1918, of **black-ing and polishes to the value of \$652,000!** While these sales include metal and other polishes, much the larger part of them was material employed in cleaning and polishing shoes.

True to Spanish custom, Latin Americans are generally more careful than ourselves in maintaining a high polish on their shoes, although often to the neglect of other parts of their wearing apparel.

**Limpia-
Botas**

In Spain, it is not uncommon to see a man shabbily dressed, yet with a glistening polish on shoes badly in need of repair. Shoeshining is a striking specialty of the Spaniard. I do not know of any country whose people of all classes give such scrupulous care to polishing their shoes as in Spain. "Limpia-botas" (shoe-black) is one of the most common street signs in the cities of Spain where, in well-appointed shoeshining places, one obtains the best of shoeshines at the standard price of 10 centavos (2 cents) to which one is expected to add a tip of one cent.

In Latin American cities, the price of a shoeshine usually ranges from the equivalent of two to five cents, but I was fairly staggered at Havana when asked to pay 20 cents for cleaning a pair of ordinary low white canvas shoes, such as are commonly worn there. With the desire to be convinced that there was nothing about my manner or attire in a Palm Beach suit, Panama hat and canvas shoes, and without flashing a "headlight" or having other exterior trace of affluence, to warrant being taken for a *multimillionario* or one of our reckless spendthrifts, I inquired the price at several shoeshining stands in a stroll down the Prado, only to be assured at each of the American-made oak brass-trimmed outfits that *veinte centavos* (20 cents) was current, but they thought it insufficient compensation.

**Havana
Shoeshines**

<p>Have a class match on the articles in which cotton is used, requiring each pupil to name at least five.</p>
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**King
Cotton**

Thanks to mechanical inventions and **our enormous production of cotton**, it is the most widely used staple in the world; not only in cotton fabrics, but in such as is mixed with wool, linen and silk. Cotton enters into an endless number of manufactures, and is of great value in medicine, surgery, dentistry, many arts and sciences, and in the production of that high explosive, gun-cotton. Moreover, its seeds furnish oil and meal of great industrial value, and uses are even found for the stems and leaves of the plant.

It would be difficult to overestimate the beneficence of the cotton plant as an agent of civilization.

Measured in dollars, cotton is usually the most valuable **agricultural product of the United States**, with the single exception of corn, despite the fact that its cultivation is confined to our Southern States, while corn is produced in every state of the Union.

**Future
cotton
fields**

Most of the countries of Latin America have large areas well suited to growing cotton, but its cultivation there has not yet assumed much importance, except in Brazil, Peru and Mexico.

Latin America has made even slower progress in cotton manufactures. The bulk of her cotton mills are in Brazil and Mexico, but they make only the coarser grade of cloths, and supply but a small part of domestic requirements. Latin America is only beginning to pass through the same process of evolution in cotton manufactures through which we passed and are still passing, and it will likely be many years before she even approaches what we have accomplished in this line.

**U. S.
produces
75% of
world's
cotton**

In the meantime, as the **United States produces about three-fourths of the world's cotton**, Latin America must necessarily depend upon us for the greater part of the cotton necessary for her large requirements of textiles, whether such fabrics be made by herself, ourselves or other nations.

**Cotton
manufac-
tures**

Divided into great groups, and measured in dollars, **textiles form Latin America's most important item of imported finished manufactures**. Until recent years, we have taken relatively small part in this large trade, owing to the strain upon our productive capacity to keep pace with our enormously increasing domestic demands in these lines. But there is no nation so fortunately situated and so abundantly capable to dominate this tremendous trade as the United States, especially in cotton goods. Our rapidly growing progress is indicated by **our sales of cotton and cotton manufactures alone, in 1918, to the value of \$91,600,000!** These sales include, however, raw cotton, cotton linters, mill waste and rags, valued at \$2,426,000; the remaining sum being for yarns, threads, cloths, knit goods, laces, embroideries and other cotton manufactures.

There is an ever increasing demand for fabrics, not only in Latin America but all over the world, owing to constantly increasing population and the rising standard of living.

Just imagine the increased demand for cotton cloth that would be created by every woman and girl in Latin America requiring one more petticoat a year or by every man wanting a nightshirt! Fancy the strain on our productive capacity if every Chinaman and Russian were to suddenly demand another cotton shirt!

**Our effect
on the
world's
wardrobe**

The war of 1812 gave us the first real stimulation in home manufactures, and the development of textile industries was particularly rapid. In 1800, our cotton mills consumed but 500 bales of cotton; in 1810 the consumption had grown to 10,000 bales; but by 1815 our mills were consuming 90,000 bales. Since 1815, our textile industries have steadily grown, and enormously during the World War, until our domestic consumption of cotton is about 6,500,000 bales annually.

In 1913, we exported 9,521,881 bales or about 67% of the year's crop; while in 1917 our exports dropped to 4,528,844 bales or 40% of the year's production. While this large sudden decrease was due, in part, to embargoes placed on our cotton, it was the first year since the Civil War in which we exported less than half of our great production of raw cotton.

Make a spot map of the United States showing from which points our industries affect the daily life of Latin America.

Following the war of 1812 and until recent years, our thoughts and interests were turned from foreign trade to our great domestic expansion. We allowed our ships which dominated the seas of the world a century ago, to all but disappear, and otherwise displayed lack of interest in a larger and broader development of foreign markets for our goods. But another and greater war has again changed the trend of our thoughts and revived our interest in foreign trade, stimulating our tardy purpose to reinstate "Old Glory" to its rightful importance on the high seas.

**Trade
follows
the flag**

Among our plans and purposes for greatly enlarged activities throughout the world, none should be pursued with greater energy, and in a broader and more liberal spirit, than the cultivation of mutual helpfulness in our relations with Latin America; leading to a spontaneous feeling of interdependence and solidarity of interests among the peoples of the New World.

Notes on the Tables

The summary of our commerce with Latin America in 1913 and 1918, by individual countries and groups of countries, is presented on page 45, in a form not found in any other publication. Facts are given for three natural geographical groups—Mexico and Central America, the West Indies and South America—and for all of them combined, which it is felt will prove the most rational and helpful form for business men and students in their study of this rapidly growing trade. This and other tables and statements with reference to our foreign commerce are compiled from data contained in **Foreign Commerce and Navigation of the United States**, published by the Bureau of Foreign and Domestic Commerce of the Department of Commerce. This annual statistical publication of our foreign commerce is for fiscal years ending June 30, which is the period referred to throughout this pamphlet instead of calendar years.

The Pan American Union distributes a large variety of instructive and interesting information concerning the twenty Latin American republics and our trade relations with them. While this valuable service covers the bulk of the vast territory embraced in the geographical term, Latin America, statistics of the trade of the United States with Latin America are necessarily incomplete without adding our commerce with the British, French and Dutch possessions within that territory. The absence of this information from the published statistics of the Pan American Union is no reflection, however, on that splendid organization, as the scope of its service is confined to such countries as compose its membership—the American republics.

While Porto Rico is properly a part of Latin America, its trade is not included because this island is domestic territory. It is shown separately, however, at the foot of the table. The trade of Porto Rico has greatly increased since that charming island became United States territory. In 1918, its total imports were \$63,389,000 and its exports \$74,294,000. This total trade of \$137,683,000, over 90% of which was with continental United States, shows an increase of \$51,679,000, or 60% over that of 1913.

Our trade with the Virgin Islands of the United States is included in the tables because these islands are of such recent acquisition, and it seems desirable to compare our trade with them in 1918 with that of 1913, when they still belonged to Denmark. On January 17, 1917, the date of the treaty of sale, these islands passed under full sovereignty of the United States, but we did not take formal possession of them until March 31, 1917. While this group is composed of about fifty islands, only three of them—St. Thomas, St. John and St. Croix—are of sufficient size to be known by name to any but geographers and local inhabitants. These three islands have a combined area of only 132 square miles or 84,480 acres.

The fancy price of \$25,000,000 paid for this group of islands is a larger sum than was ever paid for any of our territorial acquisitions, not excepting the Louisiana purchase (\$15,000,000), Mexican cession (\$18,250,000), Gadsden purchase (\$10,000,000), Alaska (\$7,200,000), and the Philippine Islands, Porto Rico, etc. (\$20,100,000). We would have acquired the Danish West Indies in 1902 for the agreed price of \$5,000,000 but for a tie vote in the Landsting or upper house of the Danish Parliament, thus defeating by this narrow margin the treaty already agreed to by the Folkething or popular house, and ratified by the United States Senate.

The table on page 45 includes our exports of **foreign merchandise** to the value of \$16,308,000, but it **does not include any of the transit or transshipment trade with Latin America**. In 1918, the value of goods in this trade, passing through the United States to and from Latin America, was \$81,370,000. **Neither does it include the traffic in gold and silver**, including coins, of which our imports from Latin America, in 1918, amounted to \$76,646,000 and our exports to her \$54,628,000.

The **increased values** in our commerce with Latin America in 1918 over those of 1913 show the following percentages: Imports 128.3%, exports 122.5% and total trade 125.8%. These gratifying results must not be taken, however, at their face value, as there are two important ways in which dollar totals, statistically stated, are inaccurate indexes of trade growth: (1) Prices in 1918 were so much higher than in 1913 that the same quantity of goods must be described in far larger number of dollars. The Pan American Union states that an average increase of 50% in the price of goods imported from Latin America and 80% in the price of our goods exported to her is a conservative estimate of current prices in 1918 as compared with pre-war prices. (2) Customhouse valuations in the foreign trade statistics of all countries are generally less than real commercial values. The Pan American Union estimates that the value of our imports from Latin America is understated from 15 to 20% (\$157,000,000 to \$209,000,000), and our exports to Latin America from 10 to 12% (\$76,00,000 to \$91,000,000). In applying these important factors, using the lowest estimates above, we find that the real comparative increases from an industrial point of view, by which we mean **quantities**, based upon similar prices of goods in 1913 and 1918, is but 52% in our imports, 24% in our exports and 39% in our total trade with Latin America.

Going back two decades into the official statistics of our commerce with Latin America, we find the following interesting comparison with our trade in 1918 at each 5-year period:

		<i>Imports</i>	<i>Exports</i>	<i>Total Trade</i>	<i>Increase</i>
Increase over	1913...	\$586,936,000	\$418,526,000	\$1,005,462,000	125.81%
Increase over	1908...	757,308,000	523,585,000	1,280,893,000	244.59%
Increase over	1903...	803,463,000	630,887,000	1,434,350,000	387.42%
Increase over	1898...	896,175,000	674,355,000	1,570,530,000	671.01%

The table on page 47 shows that in 1913 we already enjoyed a much larger per capita trade with Latin America (\$9.63) than with any other large division of the world, with the single exception of British North America (Dominion of Canada, Newfoundland, Labrador and Bermuda).

The table on page 46 shows that Latin America's per capita trade with us jumped to \$20.40 (\$21.50, including Porto Rico) in 1918. Had her per capita trade with us equalled that of Cuba (\$199.80), the value of our total trade with her would have been over nine times as great, an increase of \$16,000,000,000!

Had the per capita trade of the world with us in 1918 equalled that of Latin America (\$21.50), the value of our total foreign commerce would have been \$35,475,000,000 instead of \$8,865,000,000. Had it been possible for the per capita trade of the world with us to equal that of Cuba, it would have amounted to the colossal sum of \$330,000,000,000! These statements are predicated upon the world's estimated population in 1918 (outside of the United States) of 1,650,000,000. But a foreign trade of such fantastic magnitude defies all present calculations, as it is about six times greater than the approximate value of the combined international trade of the world.

Students will find the table on page 48, showing the distribution of our foreign commerce with the principal countries of the world and by world divisions, and the value and percentage increase or decrease with each in 1918 over 1913, of special interest at this time, as it discloses the effect of the World War on the changed course and volume of our trade with the different parts of the world.

During the titanic struggle in Europe, the productive forces there, of both belligerent and neutral countries, were centered in supplying war necessities and essential domestic needs. Europe had relatively little to sell us, whereas she clamored for almost everything that we could send her, especially munitions, war materials and necessities of all kinds. After the United States entered the war, we poured goods and materials into Europe in such tremendous volume as to amaze even ourselves. **The raw products of Latin America contributed immensely towards making this possible.**

The markets of the Central Powers (Germany, Austria-Hungary, Turkey and Bulgaria) were almost closed to us through blockades and embargoes following the outbreak of the war. After we entered the war these markets were entirely cut off, except such small shipments (principally with Turkey in Asia) which for various reasons were authorized. Thus it was that our imports from Europe fell off in 1918, as compared to 1913, nearly 54%, and our exports to her increased over 152%. In normal times more than half of the value of our entire imports come from Europe, whereas in 1918 she contributed but 14% of them. Europe took, however, 63% of the value of our entire exports in 1918, and 70% of them in 1917 and 1916.

As the United States had become the greatest source and principal entrepôt of war and world needs, we were ransacking the remotest corners of the globe for hides and skins, tanning and dyeing materials, crude rubber, oils and fats, certain metals, edible substances, wool, fibers and all other useful raw products for manufacture or preparation, necessary to the sudden enormous expansion of our manufacturing capacity. Our production grew to such unprecedented extent as to be in the unique position of virtually rationing the world with many of its essential requirements, in such measure as war necessities and our own domestic needs permitted, and dependent always on the problem of ocean transportation, a difficulty not yet overcome.

In view of our commanding position as the largest market, the greatest manufacturing center and at the same time the money center of the world, a combination of power and opportunities unique in the history of any nation, it is not surprising that our foreign commerce was given such tremendous impetus during the war, and that our imports from such parts of the world where we could buy raw materials—Latin America, British North America, Asia, Oceania, and Africa—exceeded our exports. The increase in our trade with China, Hongkong, Japan, Russia in Asia, the East Indies, Philippine Islands, Australasia, and parts of Africa, is particularly striking. Seventy-three per cent. of our trade with "all other countries" was due to various countries of Asia and Oceania, principally Chinese territory leased to Japan. This trade with "all other countries" is distributed among the divisions of the world to which each country belongs, and accounted for in the summary of "distribution by world divisions."

Let us conclude with further evidence that we can no longer afford to underestimate the importance of Latin America to us. Of the value of our entire imports in 1918 (\$2,946,000,000), 35.45% came from Latin America, as compared to 25.23% in 1913; of the value of our entire exports (\$5,920,000,000), 12.84% went to Latin America, as compared to 13.86% in 1913; and of the value of our total foreign commerce (\$8,865,000,000), 20.36% was with Latin America, as compared to 18.68% in 1913.

Of the increase in value of our entire foreign commerce in 1918 over 1913 (\$4,586,474,000), 51.82% of the imports, 12.12% of the exports and 21.92% of the whole was due to Latin America.

These facts accentuate the opening paragraphs of this pamphlet and the evidence in **How Latin America Affects Our Daily Life** that we have greater need of Latin America than she has of us, a need that will grow apace with the coming years. Our ever growing requirements of Latin American products also emphasize the importance of the United States to Latin America as the most convenient, largest and best market in the world for her products.

Plandome, Long Island, N. Y.

W. J. DANGAIX

September 16, 1919

OUR SALES TO LATIN AMERICA—1918

These exports are confined to domestic products and manufactures, including commodities of foreign origin which have been changed from the form in which they were imported, or enhanced in value by further manufacture in the United States, such as sugar refined from imported raw sugar, and articles and utensils made from imported materials. The figures do not include strictly foreign merchandise of which we exported to Latin America, in the same period, to the value of \$16,308,116, or gold and silver, including coins, to the value of \$54,628,518. The period is for the fiscal year ending June 30, 1918.

1. Metals and metal manufactures.....	\$195,649,274
2. Foodstuffs and feedstuffs.....	135,439,665
3. Cotton, wool and silk and their manufactures.....	102,018,032
4. Non-metallic minerals and their manufactures.....	41,578,470
5. Mineral, vegetable and animal oils.....	40,439,090
6. Automobiles, cars, wagons and other vehicles.....	32,399,066
7. Leather and leather manufactures.....	28,313,544
8. Wood, lumber and wood manufactures.....	28,232,389
9. Chemicals, dyes, drugs and medicines.....	28,094,584
10. Paper and paper manufactures.....	20,304,262
11. Rubber manufactures.....	10,427,819
12. Binder twine, cordage and other fiber manufactures	10,223,568
13. Soaps and greases.....	8,733,611
14. Paints, varnishes, inks, glue, paste and polishes....	8,344,826
15. Cartridges, gunpowder, dynamite and other explosives	6,841,615
16. Agricultural machinery and implements.....	5,651,713
17. Candles, paraffin and wax.....	5,039,839
18. Fertilizers	3,864,668
19. Naval Stores (rosin, turpentine and pitch).....	3,781,760
20. Musical instruments.....	2,629,983
21. Live animals (cattle, horses, mules, hogs, etc.).....	2,290,378
22. Wines, beers, liquors and other beverages.....	2,143,972
23. Tobacco and tobacco manufactures.....	2,140,995
24. Photographic goods (including motion-picture films)	1,944,793
25. Surgical and scientific instruments and appliances	1,793,648
26. Perfumeries, cosmetics and other toilet preparations	1,494,426
27. Hats and hat materials.....	1,119,399
28. Miscellaneous (50 items, each less than \$1,000,000)...	12,973,011
Total.....	\$743,908,400

Students should try to translate these already great totals into local terms such as the number of days of work involved, number of animals, of automobiles, harvesters, loaves of bread, etc.

Commerce of the United States with Latin America—Fiscal Years Ending June 30, 1913 and 1918

*Decrease Countries	Imports from			Exports to			Total Trade (Imports and Exports)		
	1918	Increase Over 1913	Percentage Increase	1918	Increase Over 1913	Percentage Increase	1918	Increase Over 1913	Percentage Increase
Mexico.....	\$140,659,542	\$63,115,700	81.3	\$107,077,033	\$52,693,609	96.9	\$247,736,575	\$115,809,309	87.8
British Honduras.....	2,361,386	798,156	51.1	2,420,184	953,969	65.0	4,781,542	1,752,115	57.8
Costa Rica.....	7,615,462	4,516,747	145.8	1,903,224	*1,611,684	*45.9	9,518,706	2,906,063	43.9
Guatemala.....	7,822,962	4,715,979	151.8	5,563,493	1,904,906	51.8	13,386,453	6,620,885	97.9
Honduras.....	5,437,809	2,237,218	69.9	4,618,129	1,449,367	45.7	10,055,938	3,686,585	57.9
Nicaragua.....	4,590,037	3,152,098	155.6	4,377,688	1,451,881	49.6	8,967,725	4,603,979	105.5
Panama.....	7,845,390	3,611,380	85.3	23,641,116	*21,131	*3.7	31,486,506	2,690,249	9.3
Salvador.....	6,870,432	5,498,864	400.1	3,479,332	1,089,361	45.6	10,349,764	6,588,225	175.1
Mexico and Central American Countries	\$183,203,010	\$87,646,142	91.7	\$153,080,199	\$57,010,268	59.7	\$336,283,209	\$144,656,410	75.5
Baharados (British).....	685,102	349,753	104.3	2,701,156	1,216,472	81.9	3,386,258	1,566,225	86.0
Jamaica (British).....	3,282,982	*2,008,406	*38.0	7,834,096	2,546,877	48.2	11,117,078	538,471	5.0
Trinidad and Tobago (British).....	7,144,415	1,750,865	32.5	6,999,946	3,880,357	124.4	14,144,361	5,631,222	66.1
Other British islands.....	3,009,956	1,385,881	85.3	5,389,838	2,470,174	84.6	8,399,794	3,856,055	84.8
Cuba.....	264,024,006	137,935,833	109.3	235,469,608	164,868,454	233.6	499,493,614	302,824,287	159.0
Virgin Islands (of the U. S.).....	1,542,222	1,494,191	3,110.9	1,807,344	913,257	102.1	3,349,566	2,407,448	255.5
Dominican Republic.....	8,061,412	4,332,638	116.2	16,011,690	10,208,923	175.9	24,073,102	14,541,561	152.6
Dutch islands.....	1,056,622	381,260	56.4	1,622,796	602,292	59.0	2,679,418	983,552	58.0
French islands.....	122,960	43,224	54.2	6,381,127	4,658,003	270.4	6,504,087	4,701,227	260.8
Haiti.....	4,815,544	3,940,813	450.5	8,359,922	1,719,657	25.9	13,175,466	5,660,470	75.3
West Indies (except Porto Rico).....	\$293,745,221	\$149,606,052	103.8	\$292,577,523	\$193,104,466	194.1	\$586,322,744	\$342,710,518	140.6
Argentina.....	195,633,348	168,769,616	628.2	109,373,150	56,478,316	106.8	305,006,498	225,247,932	282.4
Bolivia.....	122,917	122,567	3,502.0	3,581,395	2,640,651	280.7	3,704,312	2,763,218	293.6
Brazil.....	113,511,954	*6,643,901	*5.5	66,270,046	23,631,579	55.4	179,782,000	16,987,678	10.4
Chile.....	141,075,704	113,420,284	410.1	63,529,124	47,452,361	295.2	204,604,828	160,872,645	367.8
Colombia.....	25,975,988	9,996,076	62.6	10,994,199	3,596,503	48.6	36,970,187	13,592,579	58.1
Ecuador.....	10,887,968	7,850,279	258.4	4,924,544	2,370,759	92.8	15,812,512	10,221,038	182.8
Falkland Islands (British).....	400,000	400,000	305,009	304,284	705,009	704,284
Guiana—British.....	364,002	258,069	243.6	5,266,778	3,453,033	190.3	5,630,780	3,711,102	193.3
—Dutch.....	972,395	150,935	18.4	982,407	277,920	39.5	1,954,802	428,855	28.1
—French.....	4,991	*81,395	*81.3	761,906	424,192	125.6	766,897	342,797	80.8
Paraguay.....	69,797	11,512	19.8	670,766	482,899	257.0	740,563	494,411	200.9
Peru.....	41,580,773	31,914,194	330.1	22,011,583	14,669,680	199.8	63,592,356	46,583,974	217.8
Uruguay.....	23,530,682	21,079,985	860.1	18,064,890	10,542,735	140.2	41,592,562	31,622,720	373.7
Venezuela.....	13,287,738	2,435,407	22.4	7,823,007	2,085,889	36.5	21,110,745	4,521,296	27.3
South American Countries.....	\$567,418,257	\$349,683,628	160.6	\$314,588,794	\$166,410,801	115.2	\$881,977,051	\$518,094,429	142.4
Total Latin America.....	\$1,044,366,488	\$586,935,822	128.3	\$760,216,516	\$418,525,535	122.5	\$1,804,583,004	\$1,005,461,357	125.8
Porto Rico.....	65,514,989	24,976,366	61.6	58,945,758	25,790,753	77.8	124,460,747	50,767,119	68.9
Latin America (including Porto Rico).....	\$1,109,881,477	\$611,912,188	122.9	\$819,162,274	\$444,316,288	118.5	\$1,929,043,751	\$1,056,228,476	121.0

**Population and Per Capita Commerce of
Latin America with the U. S. A. for the
fiscal year ending June 30, 1918**

Countries	Estimated Population in 1918	Per Capita Commerce with the U. S.		
		Sales to us	Pur- chases from us	Total Trade with us
Mexico.....	15,500,000	\$9.07	\$6.91	\$15.98
British Honduras.....	45,000	5.25	53.78	59.03
Costa Rica.....	450,000	16.92	4.23	21.15
Guatemala.....	2,100,000	3.72	2.65	6.37
Honduras.....	600,000	9.06	7.70	16.76
Nicaragua.....	700,000	6.56	6.25	12.81
Panama.....	400,000	19.61	59.10	78.71
Salvador.....	1,500,000	4.58	2.32	6.90
Mexico and Central America....	21,295,000	\$8.60	\$7.19	\$15.79
Barbados (British).....	200,000	3.42	13.50	16.92
Jamaica (British).....	900,000	3.65	8.70	12.35
Trinidad and Tobago (British)....	400,000	17.86	17.50	35.36
Other British islands.....	400,000	7.52	13.47	20.99
Cuba.....	2,500,000	105.61	94.19	199.80
Virgin Islands (of the U. S.).....	30,000	51.40	60.25	111.65
Dominican Republic.....	800,000	10.00	20.01	30.01
Dutch islands.....	60,000	17.61	27.05	44.66
French islands.....	400,000	.31	15.95	16.26
Haiti.....	2,000,000	2.41	4.18	6.59
West Indies (except Porto Rico)	7,690,000	\$38.20	\$38.05	\$76.25
Argentina.....	9,000,000	21.74	12.15	33.89
Bolivia.....	3,000,000	.04	1.19	1.23
Brazil.....	25,000,000	4.54	2.65	7.19
Chile.....	5,000,000	28.21	12.71	40.92
Colombia.....	5,500,000	4.72	2.00	6.72
Ecuador.....	1,600,000	6.80	3.08	9.88
Falkland Islands (British).....	4,000	100.00	76.25	176.25
Guiana—British.....	320,000	1.14	16.46	17.60
“ Dutch.....	100,000	9.72	9.82	19.54
“ French.....	50,000	.10	14.24	14.34
Paraguay.....	800,000	.09	.84	.93
Peru.....	4,600,000	9.04	4.78	13.82
Uruguay.....	1,500,000	15.69	12.04	27.73
Venezuela.....	3,000,000	4.43	2.61	7.04
South American Countries.....	59,474,000	\$9.54	\$5.28	\$14.82
Total Latin America.....	88,459,000	\$11.81	\$8.59	\$20.40
Porto Rico.....	1,250,000	52.41	46.20	98.61
Latin America (with Porto Rico)	89,709,000	\$12.37	\$9.13	\$21.50

Commerce, Per Capita, of the Principal Countries of the World (except separate Latin American Countries) with the United States in the Last Pre-War Year—1913

The list includes all countries whose total trade with us was over \$2,000,000. Population estimates are from the Statesman's Year Book, except those for Latin America

Countries	Estimated Population in 1913	Per Capita Trade With the U. S.		
		Sales to us	Purchases from us	Total trade with us
1. Bermuda (British).....	20,000	\$24. 16	\$73. 32	\$97. 48
2. Aden (British).....	50,000	36. 59	32. 76	69. 35
3. Canada.....	7,800,000	15. 46	53. 26	68. 72
4. Straits Settlements.....	750,000	47. 61	4. 81	52. 42
5. Hongkong (British).....	500,000	8. 04	20. 86	28. 90
6. Netherlands.....	6,200,000	6. 16	20. 32	26. 48
7. Newfoundland & Labrador	250,000	4. 60	19. 55	24. 15
8. United Kingdom (Br. Is.)	46,000,000	6. 43	12. 98	19. 41
9. Belgium.....	7,700,000	5. 47	8. 68	14. 15
10. Australia.....	4,800,000	2. 28	9. 03	11. 31
11. New Zealand.....	1,200,000	3. 65	7. 57	11. 22
12. Denmark.....	2,800,000	1. 08	6. 67	7. 75
13. Germany.....	67,500,000	2. 80	4. 91	7. 71
14. France.....	40,000,000	3. 42	3. 65	7. 07
15. Norway.....	2,500,000	3. 37	3. 35	6. 72
16. Switzerland.....	3,800,000	6. 12	. 22	6. 34
17. Turkey in Europe.....	2,000,000	4. 96	1. 11	6. 07
18. Philippine Islands.....	8,800,000	2. 39	2. 88	5. 27
19. Sweden.....	5,600,000	1. 99	2. 16	4. 15
20. Italy.....	35,000,000	1. 55	2. 18	3. 73
21. Japan.....	53,000,000	1. 73	1. 09	2. 82
22. Spain.....	20,000,000	1. 16	1. 57	2. 73
23. All other Br. East Indies..	7,000,000	1. 79	. 07	1. 86
24. Portugal.....	6,000,000	1. 15	. 69	1. 84
25. Egypt.....	12,000,000	1. 66	. 14	1. 80
26. Finland.....	3,000,000	. 04	1. 20	1. 24
27. Greece.....	4,300,000	. 72	. 28	1. 00
28. Austria-Hungary.....	52,000,000	. 37	. 45	. 82
29. Turkey in Asia.....	19,000,000	. 64	. 06	. 70
30. British Africa.....	38,000,000	. 11	. 50	. 61
31. Russia in Europe.....	141,000,000	. 19	. 18	. 37
32. Roumania.....	7,500,000	. 05	. 32	. 37
33. Portuguese Africa.....	8,000,000	. 05	. 28	. 33
34. British India.....	315,000,000	. 21	. 04	. 25
35. Dutch East Indies.....	40,000,000	. 15	. 08	. 23
36. French Africa.....	26,000,000	. 03	. 16	. 19
37. China (exc. leased parts)..	325,000,000	. 12	. 07	. 19
38. Russia in Asia.....	27,000,000	. 09	. 04	. 13
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British North America.....	8,000,000	\$15. 28	\$52. 73	\$68. 01
Latin America.....	83,000,000	5. 51	4. 12	9. 63
Europe.....	463,000,000	1. 93	3. 19	5. 12
Asia and Oceania.....	850,000,000	. 37	. 23	. 60
Africa.....	132,000,000	. 20	. 22	. 42
<hr/>				
The Outside World.....	1,536,000,000	\$1. 18	\$1. 60	\$2. 78

Foreign Commerce of the United States for the Fiscal Years Ending June 30, 1913 and 1918

*Decrease	COUNTRIES	IMPORTS			EXPORTS			TOTAL TRADE		
		1918	Increase over 1913	Percentage Increase	1918	Increase over 1913	Percentage Increase	1918	Increase over 1913	Percentage Increase
	Latin America.....	\$1,044,366,000	\$586,936,000	128.31	\$760,217,000	\$418,526,000	122.49	\$1,804,583,000	\$1,005,461,000	125.81
	Canada.....	434,255,000	313,684,000	260.16	778,490,000	365,041,000	87.38	1,212,745,000	676,725,000	126.25
	Newfoundland and Labrador.....	6,218,000	5,066,000	439.75	9,656,000	4,767,000	97.50	15,874,000	9,833,000	162.77
	United Kingdom (British Isles).....	190,082,000	*105,483,000	*35.69	1,995,863,000	1,398,714,000	234.23	2,185,945,000	1,293,231,000	144.86
	France.....	75,638,000	*61,240,000	*44.74	883,735,000	737,635,000	504.88	959,373,000	676,395,000	239.03
	Italy.....	30,014,000	*24,093,000	*44.53	477,899,000	401,614,000	526.46	507,913,000	377,521,000	289.53
	Greece.....	18,481,000	15,301,000	481.16	2,574,000	1,358,000	111.67	21,055,000	16,659,000	378.96
	Belgium.....	80,000	*41,861,000	*99.81	95,391,000	28,546,000	42.70	95,471,000	*13,315,000	*12.24
	Netherlands.....	16,397,000	*21,784,000	*57.05	6,382,000	*119,528,000	*94.93	22,779,000	*141,312,000	*86.12
	Denmark.....	1,022,000	*1,953,000	*65.65	4,970,000	*13,718,000	*73.41	5,992,000	*15,671,000	*72.34
	Norway.....	2,325,000	*5,183,000	*61.57	25,216,000	16,825,000	200.51	28,451,000	11,642,000	69.26
	Sweden.....	10,636,000	*538,000	*4.81	4,123,000	*7,981,000	*65.94	14,759,000	*8,519,000	*63.40
	Switzerland.....	18,863,000	*4,397,000	*18.90	21,246,000	20,419,000	2,469.04	40,109,000	16,022,000	66.52
	Spain.....	24,566,000	1,346,000	5.80	67,163,000	35,691,000	113.40	91,729,000	37,037,000	67.72
	Portugal.....	5,031,000	*1,839,000	*26.77	21,682,000	17,515,000	420.32	26,713,000	15,676,000	142.03
	Russia in Europe.....	15,147,000	*11,812,000	*43.82	116,705,000	91,341,000	360.12	131,852,000	79,529,000	152.00
	Russia in Asia.....	3,650,000	1,293,000	54.86	34,719,000	33,618,000	3,053.40	38,369,000	34,911,000	1,009.57
	China.....	116,645,000	77,634,000	199.00	43,477,000	22,150,000	103.86	160,122,000	99,784,000	165.37
	Hongkong (British).....	18,086,000	14,066,000	34.90	20,276,000	9,845,000	94.38	38,362,000	23,911,000	165.46
	Japan.....	284,945,000	193,312,000	210.96	267,641,000	209,899,000	363.51	552,586,000	403,211,000	269.92
	British East Indies.....	296,606,000	180,385,000	155.21	52,293,000	37,184,000	246.10	348,899,000	217,569,000	165.67
	Dutch East Indies.....	79,314,000	73,092,000	1,174.73	19,778,000	16,626,000	527.47	99,092,000	89,718,000	957.09
	Australia.....	49,471,000	38,515,000	351.54	66,582,000	23,230,000	53.58	116,053,000	61,745,000	113.69
	New Zealand.....	11,837,000	7,452,000	169.94	17,379,000	8,300,000	91.42	29,216,000	15,752,000	116.99
	Philippine Islands.....	78,101,000	57,091,000	271.73	48,425,000	23,040,000	90.76	126,526,000	80,131,000	172.71
	Egypt.....	20,908,000	1,000,000	5.02	3,150,000	1,489,000	89.65	24,058,000	2,489,000	11.54
	British Africa.....	50,497,000	46,163,000	1,065.14	44,748,000	25,896,000	137.36	95,245,000	72,059,000	310.79
	French Africa.....	900,000	167,000	22.78	2,102,000	*2,041,000	*49.26	3,002,000	*1,874,000	*38.43
	Portuguese Africa.....	2,928,000	2,551,000	676.66	3,099,000	851,000	37.86	6,027,000	3,402,000	129.60
	The Central Powers.....	308,000	*230,447,000	*99.87	306,000	*358,117,000	*99.91	614,000	*588,564,000	*99.90
	All other countries.....	37,428,000	28,617,000	324.79	24,424,000	7,190,000	50.51	61,852,000	35,807,000	137.48
	Total foreign commerce.....	\$2,945,655,000	\$1,132,647,000	62.47	\$5,919,711,000	\$3,453,827,000	140.06	\$8,865,366,000	\$4,586,474,000	107.19
	Distribution by world divisions									
	Europe.....	\$ 411,579,000	*481,288,000	*53.90	\$3,732,174,000	\$2,253,099,000	152.33	\$4,143,753,000	\$1,771,811,000	74.70
	Asia and Oceania.....	972,399,000	658,361,000	209.64	582,320,000	388,161,000	199.92	1,554,719,000	1,046,522,000	205.93
	Latin America.....	1,044,366,000	586,936,000	128.31	760,217,000	418,526,000	122.49	1,804,583,000	1,005,462,000	125.81
	British North America.....	441,399,000	319,151,000	261.07	790,701,000	368,831,000	87.43	1,262,100,000	687,982,000	126.44
	Africa.....	75,912,000	49,487,000	187.27	54,299,000	25,210,000	86.66	130,211,000	74,697,000	134.56
	Total foreign commerce.....	\$2,945,655,000	\$1,132,647,000	62.47	\$5,919,711,000	\$3,453,827,000	140.06	\$8,865,366,000	\$4,586,474,000	107.19

Items not commented upon in the text, for want of space

Nos. 19 and 21 to 27, inclusive, of our classified sales on page 44;
and the following which are included in other items of that table:

Paints and varnishes.....	\$6,616,000
Toilet and other soaps.....	6,282,000
Glass and glassware	5,950,000
Cottonseed, corn and other vegetable oils....	5,796,000
Wool manufactures	5,556,000
Earthenware, stoneware and chinaware.....	2,654,000
Silk manufactures	2,378,000
Asbestos manufactures	794,000
Printers' and other inks	669,000
Salt	593,000
Artificial silk manufactures	423,000
Glue, mucilage and paste.....	409,000
Stone, marble and grindstones.....	408,000
Emery wheels and other abrasives.....	389,000
Graphite and its manufactures.....	272,000
Asphaltum and its manufactures.....	228,000
Oakum	153,000
Typewriter ribbons	112,000
Fish, lard and other animal oils.....	104,000

Also the following list of miscellaneous items:

29 items of export above \$100,000 in "Miscellaneous"

1. Shoe findings	\$943,000
2. Broomcorn, brooms and brushes.....	835,000
3. Toys	792,000
4. Pencils and pencil leads.....	782,000
5. Roofing felt	706,000
6. Oilcloth and linoleum.....	701,000
7. Notions	687,000
8. Buttons	626,000
9. Household and personal effects.....	616,000
10. Suspenders and garters	566,000
11. Straw and palm-leaf manufactures.....	551,000
12. Celluloid manufactures	493,000
13. Furs and skins	440,000
14. Athletic and sporting goods.....	434,000
15. Seeds and nursery stock.....	426,000
16. Dental goods	420,000
17. Cork manufactures	373,000
18. Imitation leather	343,000
19. Umbrellas and parasols	303,000
20. Trunks and traveling bags.....	258,000
21. Matches	231,000
22. Motor boats	208,000
23. Chewing gum	166,000
24. Refrigerators	131,000
25. Animal hair manufactures	112,000
26. Plaster	104,000
27. Wall boards (substitute for plaster).....	104,000
28. Art goods	104,000
29. Billiard tables and accessories.....	103,000

Each of these totals suggests great future possibilities of serving Latin Americans, especially if classes will estimate the number of different retail sales implied by these total export values.

How We Affect Latin America's Daily Life (48 pp.)

30 cents; in quantities 25 cents, gives pertinent facts about our relations with Latin America; shows dependency on our products; explains growth of trade and future possibilities. Complete table of sales to each country.

How Latin America Affects Our Daily Life (32 pp.)

20 cents, in quantities 15 cents, shows Latin America's contribution to our daily life and future comforts. Many facts of vital importance.

Teachable Facts About Bolshevism and Sovietism (32 pp.).

10 cents. Nutshell information about this subject. Its extent, claims, performances.

Liberty the Giant Killer (104 pp.) cloth bound.

65 cents. A reader for grades three and four that affords the main truths of the World War in striking hero tales that the young folks will enjoy.

Americanization Words for Spelling Drills (40 pp.)

20 cents, in quantities 15 cents, contains 1,426 words from five important American documents, arranged for spelling drills and spelling bees.

Public Service Weekly, yearly subscription

50 cents, circulates facts, suggestions and constructive criticisms in the field of education.

Unconditional Surrender Civics (64 pp.)

10 cents.

Civic Lessons from War Facts (80 pp.)

10 cents.

Peace Table Playlet, with commencement suggestions. 10 cents.

Teacher Benefits from School Surveys 10 cents.

High Spots in New York Schools (128 pp.)

10 cents.

Rainbow Promises in Education (88 pp.)

25 cents.

Record Aids in College Management (128 pp.).

Cloth, \$2.50.

Any of the above publications sent on approval.

INSTITUTE FOR PUBLIC SERVICE

William H. Allen, Director

51 Chambers Street, New York City



